UNIV. OF MD COLLEGE PARK
3 1430 05357563 7

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Digitized by the Internet Archive
in 2018 with funding from
University of Maryland College Park

https://archive.org/details/heinlnewsservice1947hein

1/1/47

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX TO ISSUE OF JANUARY 1, 1947

People Must Be Told Truth Says Joe Martin Dedicatory WFMR 1

Kimball is New V-P in Charge of Colonial Radio 3

Gene McDonald Ducks Chicago Mayorality Draft 3

Mackay Calls Press Wireless Government Bid "Nebulous" 4

"G-D" FM Tower to Almost Top Washington Monument 5

Ft. Industry Zanesville Sale Foreshadows Detroit Outlet 6

Wireless Current to Autos on Russian Roads Reported 6

New Radio Receiver Found; Metal Strip Tiny as a Pin 7

Transparent Cabinet Shows How New Television Works 7

White New Republican Boss - Commerce Group Head in Doubt 8

Confident High Court Will Over-rule Petrillo 9

Woman Dies at WWDC; Listeners Unaware as Program Continues 10

Chandler, Best, 1st U. S. Broadcasters Indicted for Treason 11

KQW San Jose Which Broadcast Atheist Still in Quandry 11

Radio Production on Upgrade; Cabinets & Parts Still Lag 12
Cooking with Radar 12
News Daily Newspapers Stronger Despite Radio 12

Scissors And Paste 13

Trade Notes 15

No. 1756

GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

January 1, 1947

PEOPLE MUST BE TOLD TRUTH SAYS JOE MARTIN DEDICATORY WFMR

An idea where Representative Joseph Martin, Jr., Republican of Massachusetts, stated to be the next Speaker of the House of Representatives stands with regard to radio or any other kind of censorship may be gathered from his message dedicating Basil Brewer's frequency modulation station at New Bedford, Mass.

"This is the first FM station to be opened in New England since before the War" Representative Martin declared from Washington.

"It is the latest vehicle for keeping the people informed, and it can't be too often emphasized that a free people, in order to remain free, must be kept informed - must be told the truth."

Governor Tobin of Massachusetts spoke from his home and Mr. Brewer, publisher of the New Bedford Standard-Times, responded to the various greetings on behalf of E. Anthony and Sons, Inc., owners of WFMR and WNBH, New Bedford.

Messages were read from U. S. Senators David I. Walsh and Leverett Saltonstall, Congressman Charles L. Gifford of Massachusetts, Charles R. Denny, FCC chairman; Major Edwin H. Armstrong FM inventor; Mark Woods, president of American Broadcasting Company, and numerous other notables.

In his acknowledgment Mr. Brewer, as did Representative Martin, also emphasized the importance of safeguarding free speech, saying in part:

"Only in America has radio become so uniformly popular and available that every star of song and screen is received as a well-known household friend.

"In America, dedicated to no ism, Fascism or Communism or otherwise, the greatest discovery of mankind has been made--that in liberty only is there power, greatness and happiness; that in the momentary strength of despotism there is, in the end, only despair and death.

"From our freedom springs our faith in things of this earth and the world to come.

"Freedom of speech, radio and the press? Yes. Freedom of religion? Yes.

"Freedom from fear? No. Rather freedom TO fear--the just consequences of our mistakes and the wrongdoing.

"Freedom from WANT? No. But freedom to work, to create, to risk today to gain tomorrow; this under a Government which is ourselves.

January 1, 1947

PEOPLE MUST BE TOLD TRUTH SAYS JOE MARTIN DEDICATORY WITH

An idea where Representative Joseph Martin, Jr., Republican of Massachusetts, stated to be the next Speaker of the House of Representatives stands with regard to radio or any other kind of censorship may be gathered from his message dedicating Basil Brewer's frequency modulation station at New Bedford, Mass.

"This is the first FM station to be opened in New England since before the war" Representative Martin declared from Washington.

"It is the latest vehicle for keeping the people informed, and it can't be too often emphasized that a free people, in order to remain free, must be kept informed - must be told the truth."

Governor Tobin of Massachusetts spoke from his home and Mr. Brewer, publisher of the New Bedford Standard-Times, responded to the various greetings on behalf of E. Anthony and Sons, Inc., owners of WPAM and WEAN, New Bedford.

Messages were read from U. S. Senators David I. Walsh and Leverett Saltonstall, Congressman Charles L. Gifford of Massachusetts, Charles R. Denny, FCC chairman; Major Edwin H. Armstrong FM inventor; Mark Woods, president of American Broadcasting Company, and numerous other notables.

In his acknowledgement Mr. Brewer, as did Representative Martin, also emphasized the importance of safeguarding free speech, saying in part:

"Only in America has radio become so universally popular and available that every star of song and screen is received as a well-known household friend.

"In America, dedicated to no less, freedom or communism or otherwise, the greatest discovery of science has been made--that in liberty only is there power, greatness and happiness; that in the momentary strength of despotism there is, in the end, only despair and death.

"From our freedom springs our faith in things of this earth and the world to come.

"Freedom of speech, radio and the press? Yes. Freedom of religion? Yes.

"Freedom from fear? No. Rather freedom TO fear--the just consequences of our mistakes and the wrongdoing.

"Freedom from WANT? No. But freedom to work, to create, to risk today to gain tomorrow; this under a government which is ourselves.

"And above all we have that freedom and responsibility to defend our liberty from its enemies, within and without, including those malingering maggots who try to take advantage of our freedoms to destroy our liberties and to establish themselves here as heads of an alien dictatorship."

Directly referring to WFMR Mr. Brewer said:

"We dedicate here today something new in radio, so far as this section is concerned, and new, comparatively, in the country. It was an American, Major Edwin H. Armstrong, who invented and developed this new thing in radio, Frequency Modulation.

"A typical representative of American free enterprise, a successful, busy man, Major Armstrong, professor of electrical engineering at Columbia University, devoted his full time, energies and business enterprises, without charge, to winning the war.

"Charles R. Denny, Chairman of the FCC, who sent us a kind message is a very important man in radio. He just has been appointed by President Truman to be chairman of the Federal Communications Commission, from which stems the blessing which is WFMR's, its license to exist and its opportunity to serve you now and in the years to come. It was most gracious of Mr. Denny to assist us in making our bow."

WFMR is now broadcasting programs from studios in The Standard-Times Building.

"The equipment is performing admirably," William R. Hutchins, station manager, reported. "We still are experimenting, however, and changes will be made as improvements occur.

"WFMR received one of the first FM transmitters to be manufactured by RCA since the end of the war. The 250-watt unit was shipped here 'in pieces,'" Mr. Hutchins said. Station engineers assembled the transmitter and installed it. The 35-foot antenna atop the First National Bank Building was constructed from a design by Otto F. A. Arnold, station engineering consultant.

Has 15-Mile Radius

"The antenna is performing as predicted," Mr. Hutchins stated, "and it radiates the equivalent of 650 watts power. Increase over the 250-watt transmitter is a result of the antenna design."

Reception area of WFMR covers approximately a 15-mile radius from New Bedford.

X X X X X X X X X X

KIMBALL IS NEW V-P IN CHARGE OF COLONIAL RADIO

Louis S. Kimball, general manager fluorescent fixture division, Sylvania Electric Products Inc., has been elected vice president in charge of operations of Colonial Radio Corporation, it was announced. Allen H. Gardner, president of Colonial, which is a wholly-owned Sylvania Electric subsidiary said that Mr. Kimball will make his headquarters at the main office of Colonial, Buffalo, New York. Colonial, a leading manufacturer of private-brand radio receiving sets, also has plants at Bloomington, Illinois and Riverside, California.

Mr. Kimball came with Sylvania in 1942 as manager of the fluorescent fixture plant at Ipswich, Massachusetts; was put in charge of manufacturing for the fixture division in 1944; and was made general manager of the fixture division in October 1945. Previous to his employment with Sylvania, Kimball was General Sales Manager of the New England Frigidaire Division of General Motors, with which company he was associated for sixteen years. He is a graduate of Dartmouth, Class of '25.

X X X X X X X X X X

GENE McDONALD DUCKS CHICAGO MAYORALITY DRAFT

"That was their idea - not mine. I have no political aspirations."

Thus Gene McDonald, president of the Zenith Radio Corporation, countered when sounded out by Republican leaders to learn if he would consider making the race for Mayor of Chicago against the Democratic candidate Martin Kennelly.

Commander McDonald also came into the news last week through an experience much closer to his regular business - one which made him realize the great value of the auto-telephones in emergencies. It was while he was enroute from his factory to his home in Chicago.

McDonald's new two-way frequency modulation telephone had just been installed in his car, and he was driving with it for the first time. Half way home, on Fullerton Avenue, he saw the body of a child wriggling in the middle of the car tracks, having just been hit by another automobile. He saw that two or three people were running toward the boy, so McDonald picked up his receiver, was connected with the police, and asked for a police car with a stretcher.

Not over three minutes elapsed before a squad car was there and the boy picked up out of the road, placed on a stretcher, and started for a hospital.

X X X X X X X X X X

MACKAY CALLS PRESS WIRELESS GOVERNMENT BID "NEBULOUS"

All America Cables and Radio Inc., The Commercial Cable Company and Mackay Radio and Telegraph Company - operating subsidiaries of the American Cable and Radio Corporation - have filed with the Commission their proposed findings involving the application of Press Wireless, Inc. for a continuation on a regular basis of special temporary war time authorizations to handle "government" traffic. In May 1946 the Commission ordered a cancellation of such temporary authorizations after finding upon investigation that the need growing out of war time requirements to have Press Wireless engage in non-press communication, no longer prevailed. In asking that the application be denied the AC&R Companies through James A. Kennedy, Vice-President and General Attorney, emphasized the status of Press Wireless as a specialized press carrier which was formed when many of the nation's newspapers and news agencies sought assignments in the newly opened short-wave radio bands.

Pointing out that Press Wireless proposes to continue to function solely for the benefit of the press, and intends to devote such revenue as it can acquire from non-press traffic to further reducing rates for press communication, the AC&R Companies urged that it would be unsound and not in the public interest to have service for one special group of telegraph users subsidized by users of other telegraph services.

Countering the Press Wireless contention that the Commission, in cancelling its war time non-press authorizations, did not solicit or consider the views of foreign government agencies but limited its consideration to opinions expressed by United States Government Departments, the AC&R Companies pointed out that half of the "foreign government" messages handled by Press Wireless in the first six months of 1946 were transmitted over its Russian circuit, but that the Russian Government, when advised by Press Wireless of the Commission's action terminating its authorizations to handle government traffic, expressed no interest in the matter.

The evidence establishes, according to the AC&R Companies, that the State, War and Navy Departments no longer have need for the Press Wireless facilities which have not been used since February 1946 by the War Department and normally are not used by the Navy Department.

During pre-war years it was emphasized, the volume of government traffic in relation to all traffic handled by the American carriers is an insignificant part of the total, ranging during 1936 to 1939 from 2.6% to 3.8% of all traffic. Government messages are entitled to priority in transmission and it was pointed out that it may seriously be doubted whether Press Wireless could accord to government traffic the priority to which it is entitled. In peace time the great bulk of government traffic has no urgency at all, and

its right to preference over news and other traffic is highly questionable, according to views expressed by the American Newspaper Publishers Association. It was urged that if government traffic was to receive priority over press traffic in the hands of Press Wireless, with or without an increase in the volume of such traffic to be handled by that Company, news filed by press agencies would no longer have the right of way presently enjoyed on Press Wireless facilities.

Proposals by Press Wireless to offer reduced rates and a deferred type of service for government traffic were found by the AC&R findings "to be of no apparent advantage to government users, unlikely of adoption by foreign communications agencies operating with Press Wireless, and too nebulous to warrant serious consideration."

X X X X X X X X X X

"G-D" FM TOWER TO ALMOST TOP WASHINGTON MONUMENT

More details are at hand regarding KWGD, the new FM station of the St. Louis Globe-Democrat (See our issue of December 18). E. Lansing Ray, publisher of the paper, states that work on the frequency modulation station which is to cost $121,500 and be located across the street from the present printing plant will begin within the next few weeks.

Mr. Ray also took occasion to deny rumors that the Globe-Democrat was for sale in calling attention to the new FM station which is only a part of the paper's 1947 expansion plan.

KWGD will be the first exclusive frequency modulation station in St. Louis and will become a landmark through the erection of a 525 foot tower, which is almost as high as the Washington Monument in Washington, D.C. (555 feet).

The building will be air-conditioned, and provision for later installation of television and facsimile will be included.

The plans call for four studios, one master and three secondary control rooms and offices for operational and maintenance personnel on the main floor. The second floor will be used by the business and management department of KWGD. Later it is planned to add a fifth "theatre studio" with seats for an audience of 400.

General Electric equipment (B-T 4A transmitter and GE antenna) is to be installed.

KWGD will be operated with 53 kw radiated power on Channel 225 (92.9 mc), Mr. Ray said.

Promotion will include one column a day in the Globe-Democrat - and more when sufficient newsprint becomes available - and a full page in newspapers in the contemplated coverage area. Billboards also are to be used.

X X X X X X X X X X

FT. INDUSTRY ZANESVILLE SALE FORESHADOWS DETROIT OUTLET

The sale of Station WHIZ in Zanesville, Ohio, by the Ft. Industry Co. if approved by the FCC, apparently paves the way for the company headed by Commander George B. Storer and J. Harold Ryan to acquire a Detroit outlet. WHIZ has been sold to O. B. Littick, vice-president of the Zanesville Time-Signal and Ernest B. Graham, Zanesville attorney, for $275,000.

The deal follows an agreement made by Mr. Storer when he contracted for acquisition of WJBK Detroit for $550,000. This transaction, awaiting FCC approval, would give Fort Industry its eighth station, but with the sale of WHIZ the number of outlets would remain at seven. The transaction, it is understood, was completed by Smith Davis, president of the Smith Davis Co., newspaper and radio financiers. Transfer papers will be filed with the FCC by Horace L. Lohnes, Washington attorney, this week.

WHIZ is an NBC outlet, operating on 1240 kc with 250 w. Other Fort Industry stations are WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WLOK Lima, Ohio.

X X X X X X X X X X

WIRELESS CURRENT TO AUTOS ON RUSSIAN ROADS REPORTED

Start of construction "the world's first high frequency motor road" - on which cars drawing current from a cable under the concrete can run 125 miles an hour - was reported from Moscow by Tass in an Associated Press dispatch.

The Russian News Agency said the idea was that of Prof. Georgi Babat, Stalin Prize winner, and that construction would cost less than that of a trolley line.

This is how the road works, Tass said:

"A cable charged with high frequency electric current, laid under an ordinary motor road, will generate an electro-magnetic field within a range of 10 to 13 feet.

"Motor cars will be equipped with special receivers of high frequency current, rectifiers and condensers through which the current will pass into an ordinary motor installed on the car.

"This motor, together with the condenser and other devices, weighs only two-fifths as much as the ordinary four-cylinder internal combustion engine."

X X X X X X X X X X

NEW RADIO RECEIVER FOUND; METAL STRIP TINY AS A PIN

The Johns Hopkins University in Baltimore announced last week the accidental discovery of what it termed an entirely new method of radio reception, in which broadcast waves are picked up through a tiny strip of frigid metal without use of tubes, electric current, antenna or condensers.

The university said programs had been heard clearly through a piece of columbium nitride smaller than a common pin and made superconductive by lowering its temperature to about 435 degrees below zero (fahrenheit).

Sources close to the university and the experiment which led up to the discovery said that in its present state of development, there was not much chance standard home radio sets would be replaced by the strip of metal, because of the great expense involved in refrigerating equipment.

However, these unofficial sources, who declined to be quoted by name, said the discovery may open the way to a revolutionizing of transocean and other long-distance radio sending and receiving because of the treated metal's great potentialities for sensitivity to wave impulses.

The discovery came about by accident recently, the university said, during a course of experiments being carried out by Dr. Donald H. Andrews, Johns Hopkins professor of chemistry, and Dr. Chester Clark of the university staff.

X X X X X X X X X X

TRANSPARENT CABINET SHOWS HOW NEW TELEVISION WORKS

Two table model television receivers having 22 tubes including a 10-inch direct view picture tube will be included in the display of the Farnsworth Television & Radio Corporation at the January Furniture Market in Chicago. The receivers are pre-production models of the Farnsworth video sets soon to be marketed in Chicago and other cities having television stations.

One of the television sets to be shown is housed in a transparent lucite cabinet which permits observers to see the compactness of the chassis.

X X X X X X X X X X

WHITE NEW REPUBLICAN BOSS - COMMERCE GROUP HEAD IN DOUBT

Despite the protests of Senator Charles W. Tobey (R) of New Hampshire who insisted a pre-session conference election such as was held by Senate leaders in Washington Monday violated party rules, Senator Wallace White (R), radio and communications authority of Congress, was elected majority leader of the Senate and will succeed Senator Barkley (D) when the Republicans take over later in the week. Whether or not Senator White will also head the Interstate Commerce Committee has still not been decided. This committee controls radio communications and transportation.

At the start of the conference Monday Senator Tobey made his unavailing effort to delay the meeting until the Eightieth Congress convenes. Tobey argued the group cannot organize for the new Congress until Republican Senators-elect are actually sworn into the Senate.

Senator Vandenberg (R) of Mich., retiring chairman of the conference, overruled Tobey's point of order.

Later, with Millikin in the chair, Tobey raised a point of order against dual membership of any Senator on both the steering group and the Republican committee on committees. Millikin overruled this point.

Senator Clyde M. Reed (R) of Kans., who has threatened a fight on Senator White serving in the dual role of Senator Majority Leader and Interstate Commerce Committee chairman, told the conference committee assignments should be delayed until every Republican Senator has a chance to study the findings of the new Committee on Committees.

Reed is himself a candidate for the Interstate Commerce chairmanship. White has seniority claim to the chairmanship and told newsmen he intends to serve both as leader and chairman if elected.

It was learned that Senator Reed may be called before the new Committee on Committees today (Tuesday-31) to state his case. One possible compromise would make Reed chairman of the important land transportation subcommittee of the Interstate Commerce Committee.

Following Monday's conference, Reed said that post wouldn't satisfy him. If denied the Interstate Commerce chairmanship, Reed threatened to assert seniority claim to chairmanship of the Public Lands Committee. That post has already tentatively been assigned to Senator Butler.

Backstage of the Interstate Commerce Committee row was an almost open lobby fight. Railroad shipping interests were reported to be supporting Reed for the job. Radio and some other transportation groups reputedly favor White.

The tangle may become even more complicated if Senator Tobey, opposed by all of these interests, enters the race himself. He is also said to seek the chairmanship of the Interstate Commerce Committee. Also Mr. Tobey is in line for chairman of the Senate Banking Committee.

The Monday conference named a new eight-man Republican Committee on Committees headed by Senator Edward V. Robertson of Wyoming to consider the assignment tentatively made by the present Senate's GOP Committee on Committees. Its members are: Senators

Taft (Ohio), Brooks (Illinois), Hugh Butler (Nebr.), Harlan J.Bushfield (S.Dak.), Homer E. Capehart (Ind.), Forrest C. Donnell (Mo.), and William F. Knowland (Calif.).

X X X X X X X X X X

CONFIDENT HIGH COURT WILL OVER-RULE PETRILLO

Representative Lea (D.,Calif.), said that if the Supreme Court knocks out the so-called "anti-Petrillo" Act, which he sponsored, he will urge new legislation on the relations between radio stations and their musician employes.

He said, however, that he was confident the high court will disagree with the Chicago Federal Court which held that the Lea Act is unconstitutional class legislation.

The appeal was taken directly to the Supreme Court, according to Assistant United States District Attorney Leroy Krein, who filed the Government's appeal, because Judge LaBuy's decision held that the Lea Act, which Mr. Petrillo was charged with violating, was unconstitutional. The act prohibits employment of more persons in radio broadcasting stations than are necessary to do the work required.

The criminal information against Mr. Petrillo charged him with "wilfully" coercing the licensee of Station WAAF here into employing persons not needed to perform actual services.

In its appeal notice the Government stated that the Lea Act was the result of repeated Congressional investigations from 1942 to 1945.

"It represented the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation and as to the best method of remedying such evil," stated the government appeal.

"The very fact that the decision here nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the constitutional questions involved."

The government charges that Judge LaBuy erred in holding that the Lea Act was indefinite in its definitions and stated that its wording was not as indefinite as that of other statutes which have been sustained by the Supreme Court.

"The information involved did not charge the defendant refrained from work, but attempted to coerce the licensee by causing others to discontinue their working," the government contended.

Stating that Judge LaBuy misinterpreted the act as it pertained to the Thirteenth Amendment of the Constitution, the government appeal stated:

"The fact that a man may not be forced against his will to perform labor for another does not mean he has an absolute right to agree with others to refrain from working for a particular employer with the avowed purpose of requiring that very same employer to employ him under different conditions."

The government's contention was that the act did not prohibit picketing as Judge LaBuy held, but that it "prohibited coercion by means of picketing."

X X X X X X X X X X

WOMAN DIES AT WWDC; LISTENERS UNAWARE AS PROGRAM CONTINUES

Announcer Mike Hunnicutt at Station WWDC at Connecticut & K Sts., about a block from the Mayflower Hotel in Washington, D.C., kept his early morning program "Rise and Shine" going Monday despite the fact that the body of a dead woman lay in the next room. Police were called but the listening audience was unaware of the tragedy.

It was Hunnicutt who discovered the body in the Washington radio station at about 6:30 a.m. He believed then she was dead. He was assured of the fact when police arrived 40 minutes later.

Police identified the woman as Mrs. Elza Kettler, 35.

They said she had died of natural causes following a "drinking bout" with a cab driver companion, Frank Ealey and John H. Brown, WWDC announcer.

Brown, known to the all-night listening audience of WWDC as Jack Ridge, was reported to have been discharged as a result of the episode.

Hunnicutt was on the air from 6 to 9:30 a.m. During this time detectives and uniformed police milled through the station and the woman's body, shrouded in white sheets, was carried to an ambulance on a stretcher.

Hunnicutt's is a cheer-up and get-up program of snappy tunes and wise patter. He ad libs throughout except for commercials.

WWDC officials said the events might have shaken a less veteran performer than Hunnicutt, whose light chatter before the microphone gave no hint of the tragedy.

Norman Reed, WWDC program director, said he tuned in Hunnicutt's show shortly after 7 a.m.

"Mike seemed the same as usual to me," said Reed. "I didn't know anything about the dead woman until I got to work."

Three other men were working with Hunnicutt on the early morning show. They were Leonard Friendly, organist; Ray Morgan, news announcer, and Charles Schrider, announcer.

"I thought she was dead," said Hunnicutt. "She looked so funny. She was slumped in the chair. Her head sagged against the wash basin and both arms dangled at her sides.

"I guess it was about 7 o'clock when I called the police. They got there about 10 minutes later."

The story of what happened, according to police, was this: Ridge stepped into a cab in which Mrs. Kettler was riding with Ealey. He invited the couple to inspect the radio station. There they had some drinks, Ridge "passed out," and Mrs. Kettler went to the rest room, became ill and died.

In announcing that Ridge had been discharged, the station said he was being fired solely because he had violated the strict regulation against visiting the station during closed hours.

X X X X X X X X X X

A new line folder on RCA Victor television receivers, in which the four initial models are described and illustrated in detail, was sent to the trade by J. David Cathcart, Advertising Manager of the RCA Victor Home Instrument Department.

X X X X X X X X X X

CHANDLER, BEST, 1ST U.S. BROADCASTERS INDICTED FOR TREASON

In what is believed to be the first case of American broadcasters indicted in the United States for treason two expatriate U.S. newspapermen--Robert Henry Best, 51, and Douglas Chandler, 56--were indicted Monday (30) in Boston by a Federal grand jury on charges of treasonously selling out to the Nazis by serving as their radio mouthpieces during the war.

Judge Francis J. W. Ford directed that Best and Chandler be brought to Boston at the earliest possible date from Washington for arraignment.

The tall, gray-haired Chandler was charged with attempting to undermine American support of the war and to "weaken and destroy confidence in the Administration" through shortwave broadcasts under the pseudonym "Paul Revere."

Best, a well-known prewar character in Vienna cafes, was accused of serving as news editor in the German propaganda division handling broadcasts beamed to the United States.

X X X X X X X X X X

KQW SAN JOSE WHICH BROADCAST ATHEIST STILL IN QUANDRY

Although a preponderance of listeners protested when Station KQW of San Jose, California, broadcast an address by Robert Harold Scott, the atheist, several weeks ago the station officials are still in somewhat of a quandry over the matter. Fred Ruegg, KQW program director was quoted as saying:

"We have not yet made up our minds. We have not actually decided yet what to do," executives of Station KQW advised when asked if Scott would be permitted a second session at the microphone on a Sunday morning." Mr. Ruegg explained that the FCC ruling had been, in effect, that time should be sold to an atheist to enable him to give his views as long as the station gave time to churches. He said churches were still on the KQW log.

KQW's indecision was not ended by a poll of listener reaction to Scott's lone broadcast of Nov. 17. A tally of 5000 letters showed 76% opposed to permitting air time for a message on atheism, 24% upholding Scott's plea for the right to air his views. Of the 24% only a few subscribed to atheism.

Background of the case contains five years of fighting for atheism. During this period KQW,KPO and KFRC were asked for time by Scott, who then petitioned the FCC to revoke the licenses of the stations. After the FCC ruling, KQW permitted one broadcast, which was later assailed by Rev. Hugh Donohue in the Monitor, a Catholic diocese weekly publication.

X X X X X X X X X X

RADIO PRODUCTION ON UPGRADE; CABINETS & PARTS STILL LAG

Civilian Production Administration has just reported shipments of civilian radios in October 1946 increased to 1.8 million units from 50,000 in November 1945 and were 68 percent above the 1940-41 average monthly rate of 1.1 million sets. In spite of substantial cancellations of military orders during the latter part of 1945, remaining contracts absorbed the major portion of the industry's production during that period.

Second and third quarter shipments during 1946 consisted mainly of smaller sets as manufacturers were unable to obtain parts for the larger types. A shortage of cabinets, tubes, gang condensers, transformers and fractional horsepower motors prevented an even greater increase in production.

X X X X X X X X X X

COOKING WITH RADAR

By its action of December 26th in making the frequency of 2450 megacycles available for immediate use of diathermy and industrial heating equipment, the Federal Communications Commission recognizes the public and commercial benefits which may be expected from harnessing electronics to medical, household and commercial use.

For example, in a hearing which preceded this step, the Raytheon Manufacturing Company testified that its new "radarange", by using the magnetron tube developed in connection with radar for war purposes, can pre-cook food in seconds as compared with minutes by older methods. It demonstrated that, by such means, frankfurters, say, can be grilled in 8 to 10 seconds, gingerbread and biscuits baked in 29 seconds, and hamburgers with onions made ready in 35 seconds. In addition, frozen food can be prepared immediately without thawing.

X X X X X X X X X X

NEWS DAILY NEWSPAPERS STRONGER DESPITE RADIO

American newspapers are in a stronger position today than ever before despite 15 years of prophecy that radio spelled their doom, Erwin D. Canham, editor of the Christian Science Monitor and vice-president of the American Society of Newspaper Editors, told members of the Florida Press Association meeting in Miami recently.

His words of cheer were coupled with words of caution. He warned the editors that to maintain this position they must strive continually for more factual reporting, news coverage that will build public confidence -- with an eye ever on the changing times.

X X X X X X X X X X

SCISSORS AND PASTE

Standby Band Hasn't Played In 5 Mos., Gets 15% Increase
("Variety")

James C. Petrillo in his newest drive for wage increases for musicians in theatres got one for an orchestra in Chicago which hasn't struck a note in over five months. Band that currently isn't working, yet got a raise, is at the Chicago Civic theatre, which now shows the picture "Henry V." Civic, which has been housing stage attractions up to this time, formerly had a house orchestra of six. When "Henry" came in orchestra was upped to eight. All musicians are on half pay while on standby and last week the group got a 15% hike.

United Artists Co., which rented theatre for "Henry V," kicks in $563 each week for not one note of music.

- - - - - - - -

"Real" Republicans for FCC, ICC, Etc.
(Robert C. Albright in "Washington Post")

Carroll Reece, Chairman of the Republican National Committee, said at the recent meeting of Republican leaders in Washington, the President ought not only to name "real Republicans" to bi-partisan Federal agencies created by Congress, but as vacancies occur might "in his discretion," give Republicans actual control of such agencies. He mentioned such "legislative" agencies as the ICC, the FCC and the Federal Trade Commission. Reece said he wouldn't propose a bill to that end but thought Republican control of both Houses should be reflected in bi-partisan agencies actually set up by Congress.

- - - - - - - -

What Hooper Is And What It Isn't
(Jack Gould in "New York Times")

Actually, if a half-hour variety program called X has a rating, say, of 10, it means simply that out of a total of 100 homes called on the telephone by the Hooper staff while the program was on the air a total of ten reported that they were listening to X.

The other ninety homes originally involved fall into three main classifications. The first group is those homes which did not answer the phone. The second group is those answering the phone but not listening to the radio. The third group is those listening to programs other than X, for which, of course, ratings also are determined simultaneously. The final figure of 10 represents, therefore, the percentage of the original 100 homes which could listen, not an adjusted percentage of those who actually were.

For a half-hour program the Hooper staff makes a total of 1,380 calls in the thirty-three cities. In all, the Hooper organization makes 5,155,000 telephone calls a year to determine national ratings.

When a Hooper emissary calls a home, these are the questions which she asks: (1) Were you listening to the radio just now? (2) To what program, please? (3) Over what station? Asked only of listeners is one of the following supplementary questions: (A) What is advertised? (B) How many men, women and children are listening? (C) What is the occupation of the head of your household, please?

In effect, a Hooper rating is an index of one program's popularity as compared with another, an index limited to the metropolitan areas of thirty-three cities where the four networks may be heard simultaneously.

But Mr. Hooper is the first to acknowledge that his system is important not only for what it is but for what it is not. Primarily a rating does not tell how many listeners tune in a given program nor, being limited to telephone subscribers only, is it designed as a scientific poll of national taste in the Gallup manner.

In radio circles he is called "Hoop."

- - - - - - - -

Bricker's Flop At Gridiron Dinner
(Doris Fleeson in "Washington Star")

Mr. Bricker created real excitement as the Washington grapevine swiftly filled in every detail of his Gridiron dinner flop. It has been the topic of adverse notice on a Nation-wide radio hookup and will unquestionably cost him plenty, if not, indeed, the nomination.

The principal indictment is that he affronted good taste and sportsmanship by personally taunting President Truman about the Democratic defeat and Mr. Truman's failure to make an appearance in the campaign. He also derided the President for losing his own State of Missouri. A long finale of platitudes about the glories of the Republican Party did not make the dish any more palatable.

- - - - - - - -

Predicts Morgan Will Lead 1947 Poll Popularity Gains
("Look")

Henry Morgan's wit is effortless--and sharp. For 14 years he's ridiculed everything radio holds sacred. And now it's paying off in his first coast-to-coast show. ABC, Wednesday. It's funny and fresh. For these reasons, LOOK predicts that 31-year-old Morgan will lead the radio field in popularity poll gains in 1947. Typical of the brash irreverence on all his shows is this recent "plug" for his sponsor's product: "This razor will save you shaving time. But what can you do with two minutes? If you really want to save shaving time, grow a beard."

- - - - - - - -

Newspapers Also Want Credit In Curbing Lewis
("Editor & Publisher")

The Radio industry is being told it alone is responsible for Lewis' calling off the recent coal strike. And it is not supposed to be anything radio did or accomplished but merely the threat of what it might do. The argument goes like this: Truman was going to broadcast to the people about the strike after refusing to compromise with

(Continued at bottom of Page 16)

TRADE NOTES

When membership of the National Association of Broadcaster's Music Advisory Committee was published last week, the names of three committee members were omitted from the list: Judge A. L. Ashby, NBC; Julius Brauner, CBS; and Louis G. Caldwell, MBS.

Although general legislative matters were the main object of a call on President Truman by Senator Wallace White (R) of Maine, it is believed the latter may have taken the opportunity to put in a plug for Commodore E. M. Webster, wartime head of communications of the U.S. Coast Guard, to fill the vacancy on the Federal Communications Commission created by the resignation of Paul Porter.

Senator White has boosted Commander Webster several times before for FCC Commissioner but now that the Republicans are in the saddle on the Hill the Senator's recommendation may carry considerably more weight.

Rep. John E. Rankin, Democrat of Mississippi, a member of the House Committee on un-American Activities said:

"The committee will intensify its drive and its efforts to remove from the Federal payroll every Communist and every other subversive individual. It will also give its attention to the Communists in the moving picture industry, the radio and other methods of communication."

Drew Pearson predicts that large radio models will be scarce at least until June.

John G. Sittig, president of the First Colony Corporation, was appointed chairman of the board of the Electronic Corporation of America to succeed Samuel J. Novick, who is assuming presidency of the radio and radio equipment manufacturing firm. Garrard Mountjoy, former president of the corporation, announced that he will devote his full time as consulting engineer to the radio industry.

A simple electronic device comprising only a handful of equipment gave promise here in Waltham, Mass., according to T. R. Kennedy, Jr., of the New York Times, of completely banishing for all time the highly objectionable needle scratch from new and old phonograph records, and of eliminating most of the noise in radio reception and broadcasting.

The inventor is Hermon Scott, president of the Technology Instruments Corporation of Waltham, who has been working to perfect the system for several years and only recently completed it for public demonstration. Mr. Scott, a graduate of the Massachusetts Institute of Technology, said he had been working on the general idea of noise reduction in phonograph reproduction for more than fifteen years.

The device will soon be employed in at least two American

radio-receiver phonograph machines. One is that of the Fisher Radio Company in New York, the other being the Scott Radio Laboratories of Chicago.

In answer to a question, "Will there be wide unemployment in 1947?" Victor Riesel writing in Look Magazine replied:

"Unemployment will be uneven. Jobs will be plentiful in the construction field but toward the year's end they will fall off in retail fields, textiles, Federal services, radio production and other luxury fields."

Dr. R. G. E. Hutter of Sylvania's Research Laboratories in Flushing, Long Island, has arrived at formulas that will make possible improvements in the control of distortion in television tubes.

Once again, newspaper circulations in U. S. reached a new all-time high in 1946, with a gain of 4.81% for morning and evening dailies and a 9.43% increase for Sunday papers over last year's record peak.

Morning papers led the daily field with an increase of 7.14% and evening papers showed a gain of 2.58%, according to the annual cross-section survey made by Editor & Publisher of publishers' statements to the Audit Bureau of Circulations for the six-month period ending Sept. 30, 1946, as compared with 1945.

If automobile or truck radios are subject to static, the tires may need a dose of powder! B. B. Settle, of the Dodge division of Chrysler Corporation, is informing dealers how they can suppress troublesome static electricity generated by tire friction.

Automotive engineers discovered recently that tire friction sometimes builds up enough static electricity to cause a static noise in the radio. Mr. Settle advises that the noisy condition usually can be eliminated by using a new tire static suppression powder. The powder, which is injected into the inner tubes with a special tool, is acetylene black. The powder collects the static electricity and then dissipates it.

The New Jersey Supreme Court ruled Monday (30) that the use of sound trucks on public streets in Trenton was "tantamount to compulsion" and that freedom of expression did not contain the right "to compel others to listen."

The two-to-one decision upheld a Trenton antinoise ordinance which had been challenged by Charles Kovacs, who was fined $50 in connection with a strike at the Trenton Times newspapers.

X X X X X X X X X X X

Continuation of "Newspapers Also Want Credit In Curbing Lewis" from bottom of page 14)

Lewis; the union leader saw the President meant business so he called off the strike and Truman cancelled his broadcast.

This is typical of the blue sky claims that radio salesmen have been mouthing for years.

The "public pressure" which Mr. Lewis noticed was aroused in the only way it could be aroused--through the factual recital day by day of the drastic economic results of the mine shutdowns, the closed plants, the curtailed transportation, etc. as reported in the newspaper columns and over the air.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX TO ISSUE OF JANUARY 8, 1947

Television Almost Overshadows Bilbo At Congress Opening.....1

Construction To Start On WOR's Television Tower In Washington.....3
Miss Martin, Ex-G.O.P. Leader, Urged For FCC.....3

Sen. Reed Attacks White In Commerce Committee Fight.....4

FCC Okehs "Wired Radio" Experiment.....5

RCA Opposes Press Wireless Handling Government Messages.....6

Announcement "By Authority Of The FCC" No Longer Required.....7

All Set For Formal Launching Of FM Association.....8

Television Hits Mexico's Entertainment Fancy.....9
30 To 40% Better Radio Set Production Predicted For 1947.....9

RMA Asks Lower Radio Duties To Maintain U. S. Leadership.....10

Poppele, TBA President, Recommends Code For TV Broadcasters.....11
International Detrola Releases Monthly And Annual Sales Report...11

ABC's "America's Town Meeting" Available For Co-Op Sponsorship...12
Broadcasters 1947 Budget $650,000.....12
National Standards Bureau Develops New Electronic Tube.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1757

January 8, 1947

TELEVISION ALMOST OVERSHADOWS BILBO AT CONGRESS OPENING

Next to Senator Bilbo the one big feature of the opening of Congress was the way television came into its own at the White House, on Capitol Hill, and by coaxial cable for onlookers elsewhere in Washington, Philadelphia and New York City.

Just as President Harding's inaugural address was one of the first great news events ever broadcast, President Truman availed himself of television when the new Congress assembled. The day Congress convened, he watched it on a special set installed in the White House. On Monday when President Truman addressed Congress, he himself was televised even to the smile on his face when he joshed the Republicans, said smile reported to have been clearly seen in New York City. It was the first time that any Congressional event had been televised.

The curtain raiser was last Friday when the opening session of Congress was placed on the air for two hours.

In a special televised interview preceding the opening, four members of the House spoke of the televising of the opening session.

Representative Charles A. Halleck of Indiana, new Majority Leader, said:

"I think it is mighty fine that on this occasion the opening proceedings are being carried out to the country in this fashion."

Representative Sam Rayburn of Texas, new Minority Leader, congratulated those "who brought television in and those who are conducting the proceedings under it now."

"It is a great occasion for me, and also for the people out there who will hear and see", he added.

Representative Charles A. Wolverton of New Jersey, new Chairman of the Interstate Commerce Committee, said:

"This new and unique system for conveying news to the people of this nation I consider one of the most outstanding events that has ever happened in the field of communications."

Representative Clarence J. Brown, of Ohio, Chairman of the House Republican Campaign Committee, said it was "a great day".

Two of the latest in highly sensitive "Image Orthicon" electronic cameras were aimed at the proceedings from various points of vantage. A pre-session interview with House leaders was carried on with two similar cameras in an ante-chamber of the House.

The views were so clear that a bandage could be seen on a finger of the House tally clerk as the voting proceeded.

On Monday when the President addressed Congress, three television sets were placed in the Hotel Statler in the Capital. Said the Washington Post:

"The Chief Executive didn't even bat an eyelash during the reading of his State of the Union speech when a customer at the Statler inquired for pistachio ice cream and got it.

"Three television sets with 12 by 15 inch screens were located strategically about the bustling veranda room. They enabled the customers to sip their drinks, see and hear the President, and take life easy with all the aplomb of listening to an after-dinner speaker.

"The television camera's ubiquitous eye searched out old and new Congressional personalities, some of whom, apparently unaware that they were being watched often held rather curious poses while conversing with colleagues or listening to the President.

"Truman's well-known features appeared with great clarity on the three screens, undisturbed by the 'blips' or 'ghosts' that sometimes haunt televised images.

"In the Veranda Room, many of the customers from time to time would pause with a cocktail half-way to their lips as their attention was caught by something the President was saying.

"The three television sets, first to be installed in Washington on a permanent public basis, will be in operation daily in the room from 2 P.M. until closing. The hotel management hopes within six months to have similar sets installed in all the hotel's 1000 rooms."

The Post also had a cartoon captioned "State of Nation" showing President Truman sitting at his desk in the White House making a wry face as he watched the television screen showing the Republicans taking over the House.

Said the New York Times:

"The pictures from the House chamber were received in New York by means of a coaxial cable and for the most part were of acceptable clarity.

"Clearly visible were the President's smile when he commented on the House's revised seating arrangements in the wake of the Republican election victory and his turning of the pages of the prepared text of his speech."

Both the opening scenes of Congress Friday and President Truman's address Monday were rebroadcast in New York by WNBT of the National Broadcasting Company; WABD, station of the Allen B. DuMont

Laboratories, and WCBS-TV of the Columbia Broadcasting System as well as WPTZ in Philadelphia, and WTTG, Dumont station in Washington.

X X X X X X X X X

CONSTRUCTION TO START ON WOR'S TELEVISION TOWER IN WASHINGTON

A contract for construction of a foundation and towerbase for WOR's television station in Washington, D. C., has been let to Davis, Wick and Rosengarten of Washington, it has been announced by J. R. Poppele, Vice-President in Charge of Engineering of the Bamberger Broadcasting Service. Construction of the towerbase will start shortly. Call letters of the video station will be WWBR.

The 300-foot-tall tower will be erected at 40th and Brandywine Streets. The site is the highest point in the District of Columbia area, 412 feet above sea level. The top of the television antenna will have an overall height of 700 feet above sea level.

The tower, to be constructed by the Lehigh Structural Steel Company from plans prepared by WOR engineers, will hold platforms for short wave, micro wave and television receiving and transmitting equipment. The construction program includes installation of the tower foundation and erection of the tower. Berla and Abel, of Washington, are the architects.

X X X X X X X X

MISS MARTIN, EX-G.O.P. LEADER, URGED FOR FCC

Said to have the backing of Senator Wallace White, of Maine, Republican Majority Leader, the name of Miss Marion Martin, former Assistant Chairman and Director of the Women's Division for eight years of the Republican National Committee, who resigned recently with such loud repercussions, has been mentioned for the vacancy on the Federal Communications Commission. Miss Martin is also reported to have the backing of Senator Brewster (R), of Maine. Her name was proposed to President Truman by Guy P. Gannett, Portland, Me. broadcaster and publisher.

A native of Kingman, Me., Miss Martin is of Scotch-Irish ancestry. She attended Bradford (Mass.) Academy and Wellesley College and completed her university studies at the University of Maine, receiving a Bachelor of Arts degree. Miss Martin attended Northwestern University Summer sessions and studied a year at Yale University Law School. In 1939 Bates College conferred on her the honorary Master of Arts degree.

One of Maine's leading citizens, Miss Martin was elected to the Maine House of Representatives in 1930. After two terms she was elected to the State Senate, where she was a member of the Joint Committee on Legal Affairs, and Chairman of the Joint Committee on State Prisons. She served also on the Committee on Federal Relations and on the Recess Committee on Labor Relations.

X X X X X X X X X X

SEN. REED ATTACKS WHITE IN COMMERCE COMMITTEE FIGHT

The boys got pretty rough in the fight over the Chairmanship of the Senate Interstate Commerce Committee. Senator Tobey (R), of New Hampshire, who put up quite a scrap for it, pulled off, but Senator Clyde Reed (R), of Kansas, finally attacked Senator White personally. Senator White having been elected Majority Leader is also slated to ascend to the head of the Interstate Commerce Committee through which all radio and communications legislation clears.

Senator Reed was of the opinion that the majority leadership would be sufficient to occupy Senator White and went after the latter viciously. He charged that Mr. White, as Minority Leader in the Seventy-ninth Congress, had attended only four of sixty-seven meetings of the Interstate and Foreign Commerce Committee in the two-year period. He contended that the added responsibilities of the majority leadership would not permit of an improved attendance record.

Mr. Reed also alleged that there had been "manipulation" of seniority to favor some Senators. Rules were broken, he also alleged, by the placing of Senator Owen Brewster, Senator White's Maine colleague, on the Commerce Committee.

Mr. Reed said that Senator White, as Majority Leader, will have even less time for Committee work and "important work of the Senate will suffer through inability of any one man to handle these great responsibilities . . .

"I also challenge manipulation of seniority by the Committee (on committees) to favor some Senators . . . From every source available to me, conversation, letters, telegrams, telephone calls, newspaper articles, there is general dissatisfaction. I regret that the Republican Party in its first Senate majority in 14 years should start its work with this handicap."

There was also a protest because Senator Brewster of Maine was on the Interstate Commerce Committee probably to be headed by Senator White, also from the same State.

After a discussion of nearly three hours the Senate Committee on Committees decided to "spank" Senator Reed for his prolonged one-man revolt. The conference did this by offering the chairmanship of the Civil Service Committee to Reed, quite a comedown in the eyes of the latter. Senator Reed rejected this offer in favor of Senator Langer of North Dakota, and then was informed that he would remain where he was, without any advancement.

Senator Reed did not appear at this meeting. What Mr. Reed did was to cast down an ultimatum. This was that he would appeal the Committee's action to the full Republican conference and, failing a favorable verdict there, would open a fight on the floor of the Senate itself. Available Senators knew of no precedent for such an appeal.

Republican Senators have apparently agreed upon the following Majority party lineup on the Interstate Commerce Committee:

Wallace W. White, Maine (Chairman); Charles W. Tobey, of New Hampshire; Clyde M. Reed, Kansas; Owen Brewster, Maine; Albert W. Hawkes, New Jersey; E. H. Moore, Oklahoma and Homer Capehart, of Indiana.

The Democratic members are: Edwin C. Johnson, Colorado (Ranking Minority Member) Tom Stewart, Tennessee; Ernest W. McFarland, Arizona; Warren G. Magnuson, Washington; Francis J. Myers, Pennsylvania and Brian McMahon, Connecticut.

Under the Reorganization Act, each Minority Senator is permitted to serve on only two Committees.

Representative Wolverton (R), of New Jersey, has, it is reported, been informally agreed upon as Chairman of the House Interstate Commerce Committee which deals with radio and communications in the lower body.

X X X X X X X X X

FCC OKEHS "WIRED RADIO" EXPERIMENT

The Federal Communications Commission granted Herbert L. Spencer of Baltimore, Md., a construction permit for a portable developmental broadcast station at Laurel, Md., to test transmission of broadcast programs over local power lines.

Mr. Spencer, a radio and electronic engineer and Chairman of the Baltimore Section of the Institute of Radio Engineers, plans to demonstrate the practicability of "wired radio", "wired wireless", "carrier current", "power line broadcasting" and "power casting", as it is variously known, as a means of furnishing local program service. Low power (10 watts, with A0, A2 and A3 emission) will be used on frequencies to be assigned from time to time, on a temporary basis, by the Commission's Chief Engineer. The signals, it is claimed, will be confined primarily to the immediate vicinity of the electric power lines and will not interfere with regular radio communication.

Authorization is for experimentation only, with no assurance of any future service grant. The Commission dismissed four other applications by Mr. Spencer for similar stations at Rockville, Gaithersburg and Westminster, Md., with one station in reserve. All these towns are more or less suburbs of Washington, or nearby.

The applicant proposes to use much the same method of transmitting radio waves over wire lines now employed by some 50 educational systems comprising the Intercollegiate Broadcasting System. Being well engineered and supervised, the so-called "campus network" does not interfere with licensed radio communication, hence the Commission has not had to regulate college local "wired radio" under rules applicable to low power devices.

X X X X X X X X X

RCA OPPOSES PRESS WIRELESS HANDLING GOVERNMENT MESSAGES

RCA Communications has just filed by Gustav B. Margraf, its attorney, with the Federal Communications its "Proposed Findings" which concerns the application of Press Wireless, Inc. for modification of its licenses in the Fixed Public Press Service to permit the continued handling of Government messages by Press Wireless.

Press Wireless was originally organized to handle press messages only. During the war, Press Wireless was given special temporary authorization to handle Government messages in addition to press messages. The FCC recently advised Press Wireless that these temporary authorizations would not be renewed. Press Wireless thereupon filed application for modification of its regular licenses to include the handling of Government messages on which application a public hearing was held last October.

In its Proposed Findings, RCA reviews the history of the case, the organization of the parties to the case, namely, Press Wireless, RCA Communications, Inc., All America, The Commercial Cable Company and the Mackay Company, and then takes up in detail the history and purpose of organization of Press Wireless. RCA shows by references to the record in the case that the primary and, in fact, the sole purpose from which Press Wireless was organized was the handling of press messages.

After listings from the record the one dozen present stockholders of Press Wireless, including the New York Times, the Chicago Tribune, etc., RCA shows that there is no public need for Press Wireless to handle any other than press messages, that RCA alone has adereserve capacity to handle all Government traffic now carried by Press Wireless and that the handling of government messages by Press Wireless would operate to impair the speed and efficiency of Press Wireless in handling its press service. RCA also declares that in effect, authorizing Press Wireless to handle Government traffic in order to compensate in part for its losses on press traffic "would be to subsidize its stockholders at the expense of the other carriers".

RCA's Conclusions are as follows:

"1. There is no public need for the use of Press Wireless' telegraph communication channels in the handling of communications (including radiophotos) in the Government classification between the United States and foreign points which cannot be adequately met by cable facilities and the facilities of radio carriers in the fixed public service.

"2. The speed and quality of Press Wireless service in the handling of Government traffic is inferior to that of carriers in the fixed public service.

"3. The handling of Government traffic by Press Wireless will impair that company's speed and efficiency in handling international press communications.

"4. The financial condition of Press Wireless would not be affected significantly by a grant or denial of the applications. The effect of the grant would be to deprive fixed public service carriers of revenues without compensating benefit to the public. The ability of Press Wireless to maintain its operations as a licensee in the fixed public press service is not dependent upon its handling of Government traffic.

"5. No reason has been shown why there should be any departure from the premise upon which the Commission originally licensed Press Wireless and issued frequencies to it, namely, that the public interest would best be served by having at least one international communications carrier devoted exclusively to international communications needs of the press.

"6. The applications of Press Wireless for modification of its licenses in the fixed public press service to permit the handling of communications (including radiophotos) in the Government classification are denied."

X X X X X X X X X X

ANNOUNCEMENT "BY AUTHORITY OF THE FCC" NO LONGER REQUIRED

Because the Federal Communications Commission is desirous of relieving broadcasters of non-essentials wherever possible, it takes occasion to point out that the practice of stations opening and closing the broadcast day with the announcement, "This is station ---- operating on a frequency of ---- kilocycles, by authority of the Federal Communications Commission", is not prescribed by statute or rules and regulations.

The custom began April 28, 1927, when the Commission's predecessor, the Federal Radio Commission, issued General Order No. 7 directing all broadcast stations to so announce themselves for the convenience of monitoring stations in checking the then authorized frequency tolerance of one-half kilocycle. However, on November 7, 1931, the Federal Radio Commission repealed this along with some other requirements of the Radio Act of 1927. The Federal Communications Commission, created by the Communications Act of 1934, did not restore this particular provision. But broadcasters continued the traditional phrase, attributing it to the new Commission.

The matter is brought to the attention of broadcasters generally because the Commission is observing that newly authorized FM (frequency modulation) and television stations are falling into the practice. The Commission hopes that this explanation will eliminate a mistaken notion that such announcements are required by the present Commission.

X X X X X X X X X X

ALL SET FOR FORMAL LAUNCHING OF FM ASSOCIATION

Various optimistic predictions as to the size of the attendance at the first general meeting of the new FM Association in Washington this week have been made.

The official program follows:

Friday, Jan. 10

9:00 A.M. Registration
10:00 A.M. Opening Meeting, Congressional Room, Hotel Statler.
Welcome Address - Roy Hofheniz, Steering Committee Chairman
"Aims and Objectives of FMA" - Everett L. Dillard
Talk by Prof. E. H. Armstrong (inventor of FM)
"What the Agency and Advertiser Expect of FM" - Hugh D. Lavery, McCann-Erickson, New York
"FM Set Outlook for 1947" - Dr. Ray Manson, President, Stromberg-Carlson Co.
"FM Transmitter Outlook for 1947" - W. R. David, Vice-President, General Electric Co.; representatives of RCA, Graybar Electric Co., Radio Engineering Labs., Westinghouse Electric Corp., and Federal Telephone & Radio Corp. also speaking.
"What Part FM Plays in the RMA 'A Radio in Every Room' Campaign" - Edward G. Taylor, Zenith Radio Corp., Chairman of RMA campaign.
"FM Today" - FCC Chairman Charles R. Denny.
Showing of GE Film, "Listen to FM"

12:30 P.M. - Luncheon, with members of FCC as guests

2:00 P.M. - "FM Needs Promotion" - Preston Pumphrey, Maxon, Inc., New York
2:15 P.M. - Panel on FM Promotion - Lester H. Nafzger, WELD, Columbus, Ohio; Leonard L. Asch, WBCA, Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentonw, Pa.; W. W. Robertson, KTRN, Wichita Falls, Tex.; Frank E. Shopen, General Manager KOAD-FM Omaha
3:15 P.M. - General invitation to affiliate with FMA
3:30 P.M. - Business Session
1. Committee Reports (Aims and Objectives, Everett L. Dillard, Chairman; Finance, Gordon Gray, Chairman; Membership and Nominations, F. A. Gunther, Chairman).
2. Report of Temporary Secretary, C. M. Jansky, Jr.
3. Report of Temporary Treasurer and Committee on Charter and By-Laws - Leonard H. Marks
4. Election of Board of Directors and Officers
5. Appointment of Permanent Committees by new Chairman

X X X X X X X X X X

TELEVISION HITS MEXICO'S ENTERTAINMENT FANCY

"Television in Mexico has caught the people's fancy as has no other 20th Century innovation", said Ralph B. Austrian, President of RKO Television Corporation, who has just returned from a month's visit to Mexico City. "Last October a special demonstration which picked up the famous Mexican Bull Fights from the Plaza del Toros and displayed them on a battery of television receivers several miles away left a hugh section of the population gasping in astonishment."

"During the last month while I was in Mexico City", said Mr. Austrian, "I have had dozens of visits and conferences with many interests who are determined to be first with television in Mexico. Plans are underfoot for the establishment of a transmitter in Mexico City and transmitters in four other metropolises. Most of the negotiations are still in the confidential stage but news of the culmination of plans is expected momentarily. Mexico will serve as the link between the United States and the South American countries in the establishment of a Western Hemisphere Network."

"It is expected that television receiving sets will be imported into Mexico at the outset in a knocked down form and assembled and cabineted there."

"I expect to return in January for a stay of about two and a half months to continue my research and consultation. I am, of course, arranging for production facilities for RKO Television Corporation. The new RKO Churubusco Motion Picture Studios, the beauty of Mexican locations, the economy of operations provide an excellent opportunity for low cost television film production."

X X X X X X X X X X

30 TO 40% BETTER RADIO SET PRODUCTION PREDICTED FOR 1947

An optimistic view of the radio manufacturing situation is taken by Thomas J. Miley, Secretary of the Commerce and Industry Association of New York, who says:

"Output of radios in 1947 is likely to be 30 to 40 per cent greater than in 1946, with competition keen in the small table models. A break in the prices of table models is expected and price reductions may spread to table model combination phonograph-radios. Prices of console sets are expected to hold through most of the year.

"Stocks of finished radios in the hands of manufacturers are relatively low. Parts inventories are unbalances. The supply of tubes is likely to catch up with demand in the first quarter of 1947. Some dealers report sizable inventories of smaller sets."

X X X X X X X X X

RMA ASKS LOWER RADIO DUTIES TO MAINTAIN U. S. LEADERSHIP

American radio manufacturers have the capacity to lead the world in the design, development and production of radio transmitters, sets, parts and tubes, and are desirous of maintaining that leadership, the Export Committee of the Radio Manufacturers' Association declares in a brief filed with the U. S. Committee for Reciprocity Information in anticipation of reciprocal trade agreement negotiations to be undertaken by the State Department with 18 foreign countries this Spring.

Chairman A. D. Keller, of New York, on behalf of the RMA Export Committee, asked that trade barriers in these countries be withdrawn or reduced "to the point where our manufacturers will have a fair opportunity to compete". The Committee requested that a "most favored nation" clause be included in all agreements.

"Exports have become an important part of the radio industry and large numbers of workers in the United States are dependent for their livelihood upon the continuation of this export business", the Committee said.

Recalling that before the war half of the radio receiving sets in the world were in the United States, the Committee added:

"Because of our large industry and mass production, we in the United States are in a position to appropriate large sums of money for engineering and research and thus have for many years been world leaders in radio engineering and in the development and manufacture of radio transmitters, sets, parts and tubes. Because of the superiority of the American product, many people in foreign countries prefer American made radio equipment. We enjoy a unique position and are desirous of retaining this leadership."

The RMA presentation, which will be followed by a hearing beginning January 13, states that the total value of exports in radio equipment and components by all U.S. radio manufacturers for the first nine months of 1946 was $32,901,471.

The State Department has announced its intention to negotiate reciprocal trade agreements in the Spring with the following countries: Australia, Belgium, Brazil, Canada, Chile, China, Cuba, Czechoslovakia, France, India, Lebanon (Syro-Africa, Union of Soviet Socialist Republics, United Kingdom, and the colonies of these nations.

X X X X X X X X X X

The Turkish radio has announced that an unnamed British firm had acquired a $28,000,000 contract to build powerful radio transmitters in Ankara and Istanbul. The stations, which will take two years to complete, will enable Turkey to communicate directly with all parts of the world without using foreign relays.

X X X X X X X X X X

POPPELE, TBA PRESIDENT, RECOMMENDS CODE FOR TV BROADCASTERS

J. R. Poppele, President of the Television Broadcasters' Association, Inc., in his report to members of the Association delivered at the Annual Meeting held yesterday morning (January 7) in New York, recommended that the television industry adopt a code to guide broadcasters in their programming at the earliest possible moment.

In his report Mr. Poppele:

1. Recommended immediate adoption of a code
2. Reviewed television activity of 1946
3. Told of the immediate plans of the Association
4. Expressed his views on future operations.

A handsomely inscribed scroll commemorating the 40th anniversary of the invention of the "Audion" by Dr. Lee de Forest, noted inventor and "Father of Radio", was presented to Dr. de Forest at the luncheon session which highlighted the Annual Meeting. Dr. de Forest in accepting the presentation, offered his view on the future of television and electronics.

X X X X X X X X X X

INTERNATIONAL DETROLA RELEASES MONTHLY AND ANNUAL SALES REPORT

Consolidated sales of International Detrola Corporation in November, first month of the Company's 1947 fiscal year, were $5,504,140.10 and net profit after taxes was $250,317.80 for the month, President C. Russell Feldmann has just disclosed.

"December sales indicate a figure in excess of $5,000,000.00 also", he added.

Final audit figures for the corporation's fiscal year ended October 31, 1946 showed consolidated sales of $40,810,028.22 against $35,244,179.76 in 1945, and net profit of $1,012,123.92 compared to $882,324.65 in 1945. The 1946 profit included $580,000.00 from sale of real estate not used in operations.

Earnings in 1946 equalled 84 cents per share on 1,200,010 shares as compared to 77 cents per share in 1945 on the number of shares outstanding at the time.

The Company's manufacturing operations include nine plants in this country in radio, steel, refrigeration, aircraft, and special machinery, and there are two Canadian manufacturing affiliates.

X X X X X X X X

ABC'S "AMERICA'S TOWN MEETING" AVAILABLE FOR CO-OP SPONSORSHIP

Inaugurating a new policy in its public service programming, effective Thursday, January 9th, the American Broadcasting Company will make "America's Town Meeting of the Air" available for sponsorship as a network co-operative program, according to a joint announcement by Mark Woods, President of the ABC, and George V. Denny, Jr., President of Town Hall and founder and moderator of America's Town Meeting.

"Under this new policy", Mr. Woods said, "ABC assures listeners that 'America's Town Meeting', will be continued on the air and permits individual advertisers to sponsor a national network program over their local ABC station. Local institutions may now become associated with a public service feature that costs and talents heretofore have forbidden. Present indications are that organizations in themselves engaging in public service activities will be the ones to avail themselves of this opportunity."

"America's Town Meeting", heard on ABC Thursday nights from 8:30 to 9:30 P.M., EST, started on the network on May 30, 1935 and was sponsored by The Readers Digest Association, Inc., from September 7, 1944 through November 29, 1945. Since that time the program has continued to be heard on ABC as a sustaining public service feature.

X X X X X X X X

BROADCASTERS 1947 BUDGET $650,000

The 1947 budget for the National Association of Broadcasters, whoch does not involve any increase in membership dues, was adopted in San Francisco Monday by NAB's Board of Directors. The radio industry association's outlay for the current year will be approximately $650,000. NAB officials pointed out that this figure runs only slightly higher than the budget for 1946, and falls within "foreseeable income". Satisfaction with these financial arrangements was expressed by both Justin Miller, President of NAB, and the Board itself. Both agreed that this budget will enable NAB to fully discharge its responsibilities to the radio industry.

X X X X X X X X X X X

NATIONAL STANDARDS BUREAU DEVELOPS NEW ELECTRONIC TUBE

A new electronic tube, in appearance much like an ordinary radio tube, but capable of measuring accurately the rapidly changing accelerations to which various parts of an airplane are subjected in flight, has been developed in the National Standards Bureau's Engineering Mechanics Laboratory, under the direction of Dr. Walter Ramberg. The new tube, known as the vacuum-tube acceleration pickup, is also proving useful in such applications as measurement of accelerations in portions of the body of "dummy" pilots and living subjects when subjected to critical acceleration during crash landings or seat-ejections from jet-propelled airplanes.

X X X X X X X X X X

SCISSORS AND PASTE

More Early Birds Than Radio Ed. Anderson Thought
("Variety")

Following up his revelation that radio has early morning listeners, Stan Anderson, Cleveland Press Radio Editor, has consented to serve as judge in WHK's "What I Like To Hear on the Radio Before 8 A.M." contest.

Anderson doubted radio has listeners before 9 A.M. and asked those listening to WHK's early show to call him. His line was jammed for hours.

Wallace White Appraised As Successful But Unspectacular
("Look Magazine")

Senator Wallace H. White, Jr., of Maine, is important because he is destined to replace Senator Alben W. Barkley of Kentucky in the post of majority leader.

The honor comes to him largely by virtue of his seniority, and many predict he will find it an empty one. For the amiable and complacent New Englander is almost certain to find himself ground between the upper and nether millstones - pressured from above on policy matters by the Taft-dominated steering committee, while at the same time he is needled from below on matters of strategy and tactics by the aggressive and irrepressible party whip, Senator Kenneth S. Wherry of Nebraska.

Senator White is popular with his colleagues, however, even if his influence is limited, and this general approval was attested to by his election as minority leader in the last Congress. He has not made himself conspicuous in legislative debate, but makes frequent comments from the floor in a thin, sometimes emotional voice that barely carries to the galleries. Such oratorical triumphs as he has achieved have usually been those connected with good-humored exchanges of repartee with the Democratic leader, Senator Barkley.

In the last Congress he was ranking minority member on the Interstate Commerce Committee and second ranking member on appropriations. In the new Congress he probably will elect to become Chairman of the former group, since it embraces the field of communications, in which he has been vitally interested for many years.

Senator White, now 69, has an unbroken record of thirty years' service in Congress. He was first elected to the House of Representatives in 1917 and to the Senate in 1930. His current term is due to expire in 1949.

Senator White's record has been successful although unspectacular, and it has been marked by undeviating loyalty to Republican aims and policies.

BBC Bars Television By Hypnotists; Judges Go Into Trance
(United Press)

The British Broadcasting Corporation experimented with a television program featuring a British hypnotist in London but dropped the idea quickly when four of the six judges fell under the hypnotist's spell and went into a trance.

When the judges were shaken into wakefulness they told the hypnotist, Peter Casson, that he was so good they could not consider putting him on a program broadcast to the public.

"We consider it would be too dangerous", they said.

Mr. Casson was auditioned on an internal studio network in television headquarters at Alexandra Palace, in keeping with the policy of trying all programs for audience reaction before passing them on to the public. Mr. Casson fixed his staring eyes on the lens of a television camera and murmured soothingly: "You are going to sleep. You are going to sleep."

Across the hall in another room a studio girl employee switched on the set to see what was happening. She fell asleep. Mr. Casson's television announcer, Miss Gillian Webb, also fell asleep as she watched him perform.

One of the four sleeping judges was snoring gently when Casson finished his audition. All those who fell under the spell were awakened by shaking.

In his audition, Mr. Casson said, he fixed the attention of the audience by talking to them.

"There was a closeup of my face, but it was mainly sound which did it", he explained.

Since the BBC traditionally is a butt of British wit, the wags already are at work. They suggest that Mr. Casson be hired to hypnotize BBC audiences into staying awake.

Why They Bet On Senator White
(Doris Fleeson in "Washington Star")

The case of Senator White provides an instructive lesson in Government as it is actually practiced. Ordinarily a contest for a Committee chairmanship is a political dilemma chiefly but interstate and foreign commerce has immense powers over vast networks of transportation, communications and radio. These industries view with alarm the stern New England Tobey conscience; except for the railroads they are hardly less affrighted by the rather unorthodox Mr. Reed of Kansas.

The lobbyists are the busiest men in the Capital, organizing support behind the veteran Senator White whom they know to be experienced, safe and sane. Far and wide they are sending up one of Mr. Tobey's own Macedonian cries - and it is, according to all reports - being answered in a big way. Hence the betting on Senator White.

X X X X X X X X X X

TRADE NOTES

Contingent upon negotiations of contracts with hotels and other groups concerned, the National Association of Broadcasters' Board decided that Atlantic City, N.J. would be the site for the 1947 annual NAB convention. The week of September 15th was tentatively agreed upon as the time for this yearly membership meeting.

New receivers which feature a twin amplifier-speaker for adjusting the ratio between high and low notes in reception to suit individual taste will be featured in the expanded 1947 radio production program scheduled by Electronic Laboratories, Inc., Indianapolis. These new receivers will be given the brand name "Orthosonic". Production of the currently offered six-tube receiver will continue but the main emphasis will be on eight and twelve tube models.

James L. Fly, former Chairman of the Federal Communications Commission, and Edward F. McGrady, former Assistant Secretary of Labor, now RCA Vice-President in Charge of labor relations, have been selected by the U. S. Labor Department, along with 24 other specially skilled conciliators, as trouble shooters in labor disputes.

The Supreme Court has agreed to decide whether dance band leaders or the owners of ballrooms where they play must pay the Federal social security taxes of band members.

The ruling will determine in part the validity of contracts by James C. Petrillo's American Federation of Musicians (AFL). Ballroom and night club owners engaging AFM musicians are required to sign a standard contract stating that they are the "employers" of the orchestra for the duration of the engagement.

Production of radio receiving tubes in November reached a new peak of 21,623,077, which was just above the October figure and previous high of 21,183,524, the Radio Manufacturers' Association has announced.

Of the November output, 14,063,896 tubes were for new sets and 6,514,681 for replacements. The remainder were for export and government agencies. Total receiving tube production for 11 months in 1946, through November, was 180,743,639.

Station WQQW, 2627 Connecticut Avenue, N.W., Washington, joined the District's radio air waves Sunday afternoon with a three-hour inaugural program, reiterating its pledge to emphasize "good music" and to de-emphasize advertising.

During the broadcast station officials announced a contest to determine whether listeners preferred classical to popular music on programs.

A demonstration of television was a feature attraction for the 26th annual New Year's reception for Chicago Tribune and WGN employees and members of their families by Col. Robert R. McCormick. Mrs. McCormick assisted in receiving the more than 2,000 guests.

Gordon E. Riley, of Camden, N.J., General Traffic Manager of the Radio Corporation of America, and former Traffic Manager for the United States Gypsum Company, died in Camden, N.J., Sunday, January 5th, at the age of 48.

Mr. Riley, who had been with the RCA for the last year, was a member of the New York and Chicago Traffic Clubs and the National Industrial Traffic League. He leaves a widow, Zelda, and a daughter.

Magnavox Company - Nine months to November 30: Earnings of $1,470,770, or $2.94 each on 500,000 shares outstanding, compared with $325,798 or 78 cents each on 416,778 shares in similar period of previous year. Sales were $16,860,543, compared with $11,326,345, Richard A. O'Connor, President, reported.

Although the Senate refused to seat Senator Bilbo of Mississippi, the Federal Communications Commission last month awarded a new radio station to friends of the Senator.

The new station was given to the Rebel Broadcasting Co. of Jackson, Miss. Drew Pearson reports: "Its officers are: Allen Lacey, who makes Bilbo's office a constant place of call while in Washington, and Charles Russell, a leader of the Mississippi delegation which nearly walked out of the 1944 Democratic convention in Chicago because Franklin D. Roosevelt won the presidential nomination. The company's lawyer is Forrest Jackson, who represented Bilbo last month before the Kilgore Committee."

Five retail and radio industry leaders were named to act as judges for the annual radio contest sponsored by the National Retail Dry Goods' Association. This year's contest is the first of a yearly series planned by the retailers' organization.

This year the retailers at the convention will devote an entire session to the subject "Radio for Retailers".

The first American broadcasters ever accused of treason were denied bail in Boston Monday, January 6th by the Federal Court.

Judge Francis J. W. Ford postponed their arraignment and granted them time to obtain counsel before entering pleas to indictments charging them with wilfully and traitorously aiding the Nazis through broadcasts beamed to the United States from Germany during the war. No date was set for the trial, but it is expected to start in April.

Conviction of treason carries a mandatory death penalty. Chandler, a native of Chicago, and Best, who was born in South Carolina, were indicted December 30th by a Federal Grand Jury in Boston.

The Mutual Network announces Pittsburgh's Annual Stephen Foster Memorial Program for Sunday, January 12th at 3:00 P.M.EST, originating from Station KQV, Pittsburgh, Pa. The program will be carried by 150 stations in 48 States and will consist of a half hour program of Stephen Foster songs.

Ten students of journalism at the University of Tulsa eac interviewed ten newspaper readers. One question and the reply was:

Do you rely more upon newspaper or radio for your news?

Newspaper: 41; Radio: 36; Both: 16; News Magazines: 2.

X X X X X X X X X X

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

RECEIVED
JAN 17 1947

INDEX TO ISSUE OF JANUARY 15, 1947

Tobey To Put Steam Behind Bill To Probe FCC; FM Change.....1

FM Called $100,000,000 Biz; 700 Stations Seen In 1947.....2

Harold Ryan's Explanation Wins Confidence Vote For BMB.....4

Sen. Burton Wheeler To Go To Bat For Zenith In RCA Suit.....5

House G.O.P. Names Interstate Commerce Committee Members.....6
Francis White Elected Director Of I. T. & T.....6

TV Enters Industry; Utiliscope To Increase Efficiency.....7

President Asks $7,300,000 For FCC - For What?.....8
WIND To Breeze In This Summer With New $150,000 Studios.....8

GE Turns Out 100 FM Transmitters; Most Go To Newspapers.....9
What If A Broadcaster Ran His Business Like This?.....9

Washington Firemen Watch N.Y. Harbor Blaze By Television.....10
Poppele Re-Elected Head Of Television Broadcasters' Assn.....10

Vice-President Kiggins Of ABC Resigns.....11
Tropical Radio Gets Industry Radar Sales Rights.....11
"Chicago Radio In Enviable Advertising Position" - McLaughlin..11

Senate Considers Continuance Of Small Business Committee.....12
Overseas Radio Telephone Celebrates 20th Birthday.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1758

January 15, 1947

TOBEY TO PUT STEAM BEHIND BILL TO PROBE FCC; FM CHANGE

Senator Charles W. Tobey (R), of New Hampshire, will soon reintroduce his resolution calling for a "full and complete" investigation of the Federal Communications Commission with regard to control and censorship, if any, of programs and the allocations of frequencies to broadcasting stations. In connection with the latter it has been learned that teeth will be added to a clause demanding there be further inquiry into the reasons why the FCC moved FM upstairs from the 50 megacycle band to 100 megacycle in the face of bitter opposition on the part of Major Edwin Armstrong, inventor of FM, and against the engineering advice of practically the entire radio manufacturing industry. Senator Tobey's interest in this dates back to last year when he personally attended the reallocation hearings and expressed himself in no uncertain terms regarding the change. The Democrats were in power, however, and there wasn't much he could do about it at that time.

Senator Tobey's renewal of the fight against the FM reallocation follows closely the reintroduction last week by Representative William Lemke (R), of North Dakota, of his resolution to restore FM to the 50 mc. band.

Another indication of an FCC going-over was the introduction last week by Representative Clarence J. Brown (R), of Ohio, of a bill to establish a Commission on the Organization of the Executive Branch of the Government to conduct a thorough investigation of all departments, commissions and independent offices. This, of course, would include the FCC.

At the same time reports from Capitol Hill are that several members of the House are continuing to draft a bill which would abolish the FCC as now constituted and put in a five-man Board in its stead.

According to present information, Senator Tobey's newest resolution will read somewhat as follows:

"Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation with respect to (1) the exercise of control by the Federal Communications Commission over radio broadcasting programs and the extent to which said Commission claims to have the right, and exercises the right, to censor or control the operating and program policies of radio broadcasting stations, and the extent to which such censorship or control has restricted or may restrict freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States; (2) the effect upon the public interest of such censorship and control or attempted censorship or control; (3) the manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations; (4) the effect which the Commission's

order transferring frequency modulation from its former position in the 50 megacycle band of the radio spectrum to the 100 megacycle band and reducing and limiting power of F.M. broadcasting stations will have on the rural population of our States and whether said order has resulted in or caused discrimination against the farmers of America by reducing the efficiency of frequency modulation radio reception; (5) the effect of such order generally on frequency modulation broadcasting and whether such order makes possible an adequate allocation of frequencies to such type of broadcasting; (6) the reasons for the issuing of such order together with the effect thereof on the public generally and the radio manufacturing and broadcasting industries and also the effect of such order on the measure or extent of control of radio broadcasting by said Federal Communications Commission and (7) the administration generally by the Federal Communications Commission of those provisions of the Commission's Act of 1934, as amended, which relate in any manner to radio communication. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation."

X X X X X X X X

FM CALLED $100,000,000 BIZ; 700 STATIONS SEEN IN 1947

One speaker seemed to outdo another in rosy predictions at a rousing organization meeting of the new FM Association, attended by 300 broadcasters in Washington last week, which would up by electing Roy M. Hofheinz, operator of KTHT-KOPY(FM), of Houston, Texas, President.

Major Edwin Armstrong, inventor of FM, and whose name oddly enough alphabetically headed the list of delegates, declared the FM set business alone has a potential value of $100,000,000 a year; that the public will buy FM receivers as fast as the manufacturers can turn them out.

Hardly less optimistic, apparently, was no less a potentate than Charles R. Denny, Jr., Chairman of the Federal Communications Commission, who predicted by the end of 1947 there would be more than 700 FM stations on the air.

"I base this prediction on these figures: You have 136 stations on the air now", Chairman Denny said. "The Commission has granted permits for the construction of 400 additional stations. They are required under our rules to get on the air within the year. That will make 536. In addition we have 199 conditional grants which soon will be converted into construction permits. Also we have 118 applications in hearing and decisions on many of these can be expected in the near future. Finally, 174 applications are pending and these are being processed at the rate of 50 a month. That's a backlog of 491 applications in various stages of processing. I

estimate that at least 200 of those can be given final grants in time to go on the air in the next 12 months. That would make 736 FM stations by next Christmas. * * * *

"Only 48 FM stations were on the air when war came. All honor to them. They gave Americans their first taste of just how good radio can be when it comes through the ether with all the glory of unlimited tonal range and unmarred by atmospheric and man-made static. These pioneer stations were the proving ground for FM and I trust that their names will always be given their due prominence in FM's hall of fame.* * *

"A question which has been bothering a number of FM applicants and prospective applicants is whether it will be possible for one individual or concern to have two FM stations so located that their service areas overlap. If so, how much overlap will be tolerated. Up to now we have made a number of grants which involved some overlap of the 50 uv/m contours. Now we are being asked in several pending cases to make grants which would result in an overlap of a small percent of the 1000 uv/m - which of course means a very substantial overlap of the 50 uv/m contours. We don't know whether it would be wise to permit such an overlap. Maybe there are some cases where on the facts it should be allowed and maybe there are other cases where it should not be authorized. We desire to fashion an intelligent and consistent policy. Therefore we are today requesting oral argument in some nine groups of cases which involve overlaps which are troubling us. By getting the story on all of these situations in one series of arguments we hope to be able to formulate a clear and satisfactory policy. * * *

"One industry leader has predicted that the percentage of sets produced in 1947 which will contain FM will be between 15 and 20 percent with the production curve getting up to 30 percent toward the end of the year. Let us hope that his prediction proves too conservative. I am sure that this association will do everything in its power to break this critical FM bottleneck.* * *

"To date the Commission has received almost one thousand applications. I think that is a most encouraging demonstration of the interest of broadcasters in FM, especially when we realize that that figure almost equals the number of AM stations on the air.

"Seventy percent of these applications have been from AM stations. Eleven percent were from non-AM newspaper interests. The remaining 19 percent were from applicants without either AM or newspaper interests. I was interested to learn that in this group the most numerous applicants were engineers, lawyers and doctors. I don't know why."

The Radio Manufacturers' Association will place special emphasis on the advantages of FM reception throughout its $50,000 campaign to promote "A Radio for Every Room - A Radio for Every Purpose", Edward R. Taylor, Chairman of the RMA sub-committee in charge of the drive, told the FM Association.

FM broadcasting opens an entire new field of radio entertainment, Mr. Taylor pointed out, and offers a compelling reason for every family to increase the number of radios in its home. The increased number of radio stations which FM is bringing on the air, he added, makes it more imperative to have additional radio receivers in the home so that every member of the family may tune in his favorite program, if necessary, at the same time.

Other officials elected by the FM Associated besides Judge Hofheinz, President, are: Everett L. Dillard, Station WASH-FM, in Washington and KOZY in Kansas City, Vice-President; Frank Gunther, Radio Engineering Laboratories, of Long Island City, N.Y., Secretary, and Arthur Freed, Freed Radio Corporation, of New York, Treasurer.

J. N. Bailey ("Bill" Bailey), of Washington was named Executive Director of the organization and will resign as Associate Editor of Broadcasting magazine to assume his new duties February 1.

Directors are: Wayne Coy of WINX (FM), Washington Post station; C. M. Jansky, Jr., of Jansky & Bailey, Washington consulting engineers; W. R. David, General Electric, Schenectady, N.Y.; Stanley W. Ray, Jr., WRCM, New Orleans, La.; Leonard L. Asch, WEZA, of Schenectady; R. F. Kohn, WFMZ, Allentown, Pa.; Gordon Gray, WMIT-WSJS, of Winston-Salem, N.C.; Ira Hirschmann, WABF, of New York; E. J. Hodel, WCFC, Beckley, W. Va.; Judge Hofheinz, Messrs. Dillard, and Gunther.

X X X X X X X X

HAROLD RYAN'S EXPLANATION WINS CONFIDENCE VOTE FOR BMB

The Board of Directors of the National Association of Broadcasters at San Francisco passed a resolution expressing confidence in the work being done by the Broadcast Measurement Bureau.

After J. Harold Ryan, Chairman of Board of BMB, reported to NAB policy making group in answer to questions directed to BMB by NAB Board at its October meeting, the following resolution was adopted:

"Be it resolved by the NAB Board of Directors that we express sincere thanks to the BMB for the complete, constructive and frank answers to the questions asked by this Board in its resolution of October 25, 1946, and we further express complete and full confidence in, and commendation of the work and progress which BMB has made in fulfilling the original objectives, and we believe that continued consideration should be given to the use of these data and improvement in techniques in preparation for the next nation wide study."

X X X X X X X X X

SEN. BURTON WHEELER TO GO TO BAT FOR ZENITH IN RCA SUIT

Although no publicity has been given out on it by either side, it is believed that the patent suit filed by the Zenith Radio Corporation against the Radio Corporation of America at Wilmington last month, if it comes to trial, may prove to be one of the most important patent litigations in the history of the radio industry.

The latest development in the case is Zenith retaining former Senator Burton K. Wheeler, of Montana, as its Washington counsel. As far as known, Zenith is the No. 1 client of Senator Wheeler since the latter's recent retirement from the Senate. The supposition is, therefore, that he will put up a real fight to win his first case. Also, it is believed that because of his well-known views on the subject, he will welcome the opportunity of an alleged anti-trust suit to try out his talents as a private practitioner.

Shortly after the new Congress convened, Senator Wheeler announced that he and his son Edward K. Wheeler had opened a law office in Washington in the Southern Building at 15th and H Streets, N.W., a block north of the Treasury. The firm is using the name Wheeler & Wheeler.

The younger Wheeler, who is 33, has been a member of the law firm of Vesey, Wheeler & Prince in Washington since 1942. He said that firm was dissolved as of December 31, 1946. He said he and his father, who is 64, will conduct a general practice.

Defeated for renomination in the recent Montana primary, the elder Wheeler served in the Senate for four terms, during which time he became Chairman of the Interstate Commerce Committee which handles all radio and communication matters in the upper legislative body. In 1924 he was a candidate for Vice President on the Progressive Party ticket headed by the late Robert M. LaFollette.

The rumor still persists that if Attorney General Tom Clark is to retire, as has been reported many times, that President Truman has selected Senator Wheeler to succeed him. Wheeler served as U. S. District Attorney of Montana from 1913-18.

The complaint filed at Wilmington last month stated that Zenith Radio Corporation had a license from the Radio Corporation expiring December 31, 1946, and has manufactured radios for sale in the United States and foreign countries and that it intends to continue such manufacture and sale after the expiration of this license. It stated that the Radio Corporation has indicated that the patents it owns or controls, or under which it has the right to grant licenses, number in the thousands and had threatened Zenith with suit for infringement if Zenith continued to manufacture radio apparatus after December 31, 1946, without renewing its license. However, Zenith pointed out in its complaint that none of the patents under which rights are available from R.C.A. have been adjudicated.

Zenith lists something over one hundred patents which RCA has asked it to mark on its sets, and states that only fifteen radio and television patents have even colorable relevency to the sets it makes. The U. S. District Court of Delaware, in which State RCA is incorporated, is asked to declare these fifteen television and radio patents invalid, and not infringed, as well as any other patents that RCA may assert against Zenith.

X X X X X X X X

HOUSE G.O.P. NAMES INTERSTATE COMMERCE COMMITTEE MEMBERS

The following is the assignment of the Republicans in the House Interstate and Foreign Commerce Committee, which group considers radio and communications legislation in the lower branch of Congress:

Charles A. Wolverton, N.J. (Chairman); Carl Hinshaw, Calif.; Evan Howell, Ill.; Leonard W. Hall, N.Y.; Joseph P. O'Hara, Minn.; Wilson D. Gillette, Pa.; Robert Hale, Me.; Harris Ellsworth, Oreg.; Marion T. Bennett, Mo.; John W. Heselton, Mass.; James I. Dolliver, Iowa; Edward J. Elsaesser, N.Y.; William J. Miller, Conn.; Hugh D. Scott, Jr., Pa.; John B. Bennett, Mich.; Henderson H. Carson, Ohio.

X X X X X X X X X X

FRANCIS WHITE ELECTED DIRECTOR OF I. T. & T.

Francis White, Vice President of the International Telephone and Telegraph Corporation, has been elected a Director of the Company. Mr. White, who has been in charge of I. T. & T.'s properties in Spain for the past year, is also a Vice-President of the International Standard Electric Corporation, the affiliate of I. T. & T. engaged in manufacturing operations in many foreign countries.

Prior to his association with the International Telephone and Telegraph Corporation, Mr. White was active in Government service. He entered the Diplomatic service of the United States Government in 1915 and was assigned to the U. S. Embassy at Peking, China. In March, 1922, he was placed in charge of the Latin American Division of the U. S. Department of State. From 1926 to 1927 he was Counsellor of Embassy and Charge d'Affaires in Madrid, and from 1927 to 1933 served as Assistant Secretary of State after which he was American Minister to Czechoslovakia. Following this, Mr. White served as President of the Foreign Bondholders' Protective Council, Inc.

X X X X X X X X

TV ENTERS INDUSTRY; UTILISCOPE TO INCREASE EFFICIENCY

One of the first successful uses of television in industry has been disclosed by the Farnsworth Television & Radio Corporation of Fort Wayne, Ind., and the Diamond Power Specialty Corporation of Detroit, Mich., who collaborated in developing for commercial use a sight-transmitting system known as the Utiliscope.

The Utiliscope, which is expected to play an important part in increasing efficiency and safety in industry, has been in practical operation the past nine months at Consolidated Edison's giant Hell Gate Station Power Plant in New York.

The Utiliscope shows, on a screen similar to that of a home television receiver, an exact picture of something currently taking place at a remote or inaccessible point. This televised picture is produced by 60 individual image fields a second, as compared with 48 in sound motion pictures. Moving and changing simultaneously with the operation it reproduces, the picture is continuous, and there is no measurable time lag between its transmission and reception.

At Hell Gate Station, the Utiliscope is being used to show the water level in a boiler remotely located from the main control room. A photo-electric camera focused on the water-level gauge continuously transmits the picture to the associated control panel where the 200-line image is reproduced on a screen.

This permits observers in the control room to keep a constant check on the boiler 325 feet away. Not only are the boiler and main control room separated by a distance greater than an average city block, but also by eight floors, a building wall and various other obstructions.

Gauges on large boilers such as the one at Hell Gate must be under direct visual surveillance at all times, because expensive damage can be caused if water in the boilers rises too high or drops too low. Lofty heights of the boiler drums and line-of-sight obstructions such as galleries and piping often make direct surveillance of gauges difficult for workers, but the Utiliscope has solved this problem.

Use of the Utiliscope in large power plants such as the Hell Gate Station is one of numerous important applications for which it is suitable in increasing industrial operating efficiency and safety. It is expected to be valuable in the conduct of dangerous research experiments visually from a safe distance, and in the observation of dangerous processes involving radioactive substance in atomic power plants.

Industrial technicians say the Utiliscope also is ideal for use in observing such operations as the coal feed to pulverizers or stokers; the presence of smoke in stacks; conditions within the

steel industry's big furnaces; the inside of oil wells; the condition of pipelines and their pressure pumps; temperature gauges in large warehouses, especially those involving refrigeration, and readings on electric meters at remote points.

The Utiliscope has fewer tubes than a good radio set, and except for the camera pickup tube, all its tubes are standard types easily available.

X X X X X X X X

PRESIDENT ASKS $7,300,000 FOR FCC - FOR WHAT?

You can almost hear the Republicans sharpening their axes as they ask that question.

It hasn't been so long ago, talking to one of the great radio authorities of the country, now retired, and recalling the old days when Secretary of Commerce Hoover, with his assistants, the late Judge S. B. Davis and William Terrell handled all the radio licenses, that the writer asked if he believed these three men could do the same thing today. The expert replied, "Sure. The FCC is now one of the most swollen political Christmas trees in Washington."

Which is food for thought in view of President Truman's asking for $7,300,000 to run the Commission for the next year - a new peacetime high.

Representative Taber (R), of New York, House Appropriations High Executioner, commenting on the fact that the President's budget only proposes a reduction from our present 2,300,000 to 2,089,000 of civilian employees, said:

"Just so we may have a picture of some of the civilian activities of the Government and what has been presented to us, I call your attention to the estimate for the Federal Communications Commission, an increase in personnel from 892 in Washington to 1,068 - 25 percent and enormous quantities of money."

X X X X X X X X X X X

WIND TO BREEZE IN THIS SUMMER WITH NEW $150,000 STUDIOS

Station WIND in Chicago will take possession of its new studios in the Wrigley Building, 400 North Michigan Avenue, May 1, according to Ralph L. Atlass, General Manager. WIND will occupy 9,000 sq. ft. on the second floor with four large RCA-equipped studios.

Remodeling new location cost is estimated at $150,000, Mr. Atlass said, with WIND to begin operation from new studios sometime in August.

X X X X X X X X X

GE TURNS OUT 100 FM TRANSMITTERS; MOST GO TO NEWSPAPERS

General Electric will ship its 100th FM radio broadcast transmitter from its Syracuse, N.Y. plant this week, becoming, it was said, the first company to reach the century production mark in this expanding new radio field.

Meanwhile G. E. Transmitter Division employees are working to fill more than 100 additional orders for these FM units, James D. McLean, Manager of this Division's sales, said.

Rated to three kilowatts, the 100th transmitter will be shipped to the Philadelphia Evening Bulletin's station WPEN-FM.

A phasitron tube development has simplified circuits and enables the new FM transmitters to operate on fewer tubers, Mr. McLean added. Newspapers and broadcasters have received most of the 100 units made in Schenectady, although some have gone to colleges and universities, he said.

X X X X X X X X X X X

WHAT IF A BROADCASTER RAN HIS BUSINESS LIKE THIS?

What a squawk there would be if it were announced that no patents would be granted for the next three months until the Patent Office got caught up with its work or that the Supreme Court would suddenly stop taking new cases for the same reason.

Yet the Federal Communications Commission calmly announces that there will be a three-month freeze of standard broadcast station licenses for new or changed facilities to permit Commission engineers to clear away a log-jam of applications already on hand.

Since the new Congress seems to be in an investigating mood and since it is no doubt an authority on log-jamming, as well as log-rolling, the bogging down of the FCC in its handling of broadcast applications might well be something for the Republicans to look into.

Sol Taishoff observes in Broadcasting that if the FCC had paid less attention to program matters which they have no power to censor, they might not be so far behind with station applications.

X X X X X X X X X X X X

WASHINGTON FIREMEN WATCH N.Y. HARBOR BLAZE BY TELEVISION

Officials of the Washington, D.C. Fire Department witnessed a telecast of the six million dollar fire which swept the piers of the New York Harbor area at Weehawken, New Jersey last week.

Pictures of the spectacular blaze, transmitted from NBC's television station WNBT in New York were shown on television receivers in the studios of Station WRC in the Capital. Fireboats were seen ramming blazing piers to get closer to the fire, pouring on tons of water as gray and black smoke billowed up over the New York skyline. During New York's worst harbor fire in many years, Manhattan to Weehawken ferry boats were seen plying back and forth picking up and unloading commuting passengers close to the burning dock area.

The potential use of television for reporting fires was discovered accidently last Summer when a twin engined RCA television plane took off from Anacostia to observe a staged "invasion" by Marines on the Lower Potomac. En route, the television camera in the nose of the plane focused on a minor brush fire in the woods near Quantico. The fire and the landing operations were seen clearly on television screens at the Anacostia Naval air station during the Navy-RCA airborne television demonstration.

X X X X X X X X

POPPELE RE-ELECTED HEAD OF TELEVISION BROADCASTERS' ASSN.

J. R. Poppele, Vice-President, Secretary and Chief Engineer of the Bamberger Broadcasting Service, was re-elected President of the Television Broadcasters' Association, Inc. for a third term. Two new Directors were elected to the Board. They are John F. Royal, Vice-President in Charge of Television for the National Broadcasting Company, who replaces O. B. Hanson of NBC, and Frank P. Schreiber, General Manager of WGN, Inc., of Chicago. Paul Raibourn, Vice-President of Paramount Pictures, Inc., and head of Television Products, Inc., whose term as a Director had expired, was reelected.

Other officers of the Association include G. Emerson Markham, General Manager of WRGB, Schenectady, Vice-President; Will Baltin, Secretary-Treasurer; Paul Raibourn, Paramount Pictures, Assistant Secretary-Treasurer.

In his address to the annual meeting, Mr. Poppele emphasized the need for expert programming in the television field, calling it the most "undeveloped" feature of television today. "The social responsibility that goes with television programming is far greater than in any visual medium", Mr. Poppele said, explaining that video reaches into every home and affects every individual there.

X X X X X X X X X X X

VICE-PRESIDENT KIGGINS OF ABC RESIGNS

Keith Kiggins last Friday announced his resignation as Vice-President of the American Broadcasting Company. He will announce his future plans at an early date.

Mr. Kiggins has been identified with the development of ABC and its predecessor, the Blue Network, since 1933. In submitting his resignation, Mr. Kiggins said, "I want to express my deep appreciation for the warm friendship and helpful cooperation that I have always received from the other officers, the staff, and ABC affiliated station owners and operators. I extend to Ed Noble, Mark Woods and their associates every good wish. Under their guidance, ABC has become a great network, growing greater every day. Its future is in expert hands."

Mr. Kiggins is retaining his financial interest in the company.

X X X X X X X X X X

TROPICAL RADIO GETS INDUSTRY RADAR SALES RIGHTS

Westinghouse Electric Corporation and Tropical Radio Service Corporation, a subsidiary of United Fruit Company, announced from Baltimore an agreement whereby the latter company will sell, install and service Westinghouse marine radar equipment throughout the shipping industry.

The first equipment to be supplied Tropical will be a continuous-plan position indicator, which gives a ship's bridge a picture of traffic and shoreline conditions throughout a range of from 100 yards to thirty-two miles.

X X X X X X X X X X

"CHICAGO RADIO IN ENVIABLE ADVERTISING POSITION" - McLAUGHLIN

Chicago radio during 1947 will be in an unusually enviable position, according to Roy McLaughlin, Manager of ABC-owned and operated Station WENR and Manager of ABC Central Division spot sales. This is occasioned by the prevailing confidence of Chicago retail merchants in radio as an advertising medium, Mr. McLaughlin believes, both from an institution-building angle and the sale of price merchandise.

"While I do not anticipate a drop in national spot business", he said, "there will be more time available during the new year for commercial sales locally."

X X X X X X X X X X

SENATE CONSIDERS CONTINUANCE OF SMALL BUSINESS COMMITTEE

The Senate Small Business Committee issued a statement in Washington absolving newspaper organizations from the charge that they had opposed the inquiry into problems of small dailies including radio and had exerted pressure to cancel the hearing scheduled for January 7th.

Witnesses who had been scheduled to appear included Charles Denny, Chairman of the Federal Communications Commission, James L. Fly, former Chairman of the FCC, and W. G. H. Finch, President of the Finch Telecommunications Company.

The life of the Small Business Committee will expire at the end of this month and a resolution which would set up a new Committee of the same character to the end that it might continue the program in aid of small business is now under consideration by the Senate.

X X X X X X X X

OVERSEAS RADIO TELEPHONE CELEBRATES 20TH BIRTHDAY

The twentieth anniversary of the first overseas radiophone circuit, which was opened January 7, 1927, with a single talking channel between New York and London, was celebrated in New York Tuesday, January 7th, by the American Telephone and Telegraph Company which staged a rapid-fire exchange of greetings and comments between New York and Europe, South America and Hawaii.

For more than an hour, telephone executives and guests assembled in the great Overseas Room central of the Long Lines Building, 32 Avenue of the Americas, discussed the day's topics, or just listened in, as many channels were shifted rapidly between New York, London, Frankfort on the Main, Buenos Aires and Honolulu.

The first "commercial" call in 1927 was between Adolph S. Ochs, late publisher of the New York Times, and Geoffrey Dawson, of The Times of London.

A New York to London call in those days cost $75 for three minutes. It is now $12 on weekdays and $9 on Sundays and holidays.

X X X X X X X X X X

Two radio exhibitions are schedules for London this year. One will be by the Radio Components Manufacturers' Association from March 7 to 14, and another October 1 to 11, 1947.

X X X X X X X X

SCISSORS AND PASTE

New Radio Set Tester Uses Proximity Fuse Tube
("Sylvania News")

Sylvania reports the use of its Polymeter for convenient and accurate measuring of a wide range of voltage, current and resistance values found in home radio receivers, FM and television sets, and many types ofindustrial electronic apparatus.

Designed particularly for accurate measurement of electrical conditions in circuit components operating with power, audio and radio frequencies up to 300 mc., the new instrument permits radio and electronic repairmen to quickly isolate condensers, coils and resistors when faults occur and check circuit operation after replacements are made. An unusually compact vacuum tube probe is provided for modern signal tracing technique. First to employ a tiny proximity fuse type tube, Sylvania has produced a midget, thumbsize probe utilizing the type 1247 proximity fuse type tube.

- - - - - - - -

Would Separate News From Commercials
("New York Times")

The sponsored program is a phenomenon of the radio industry for which no individual or set of individuals deserves credit or blame. Radio advertising just happened to develop in such a way that the sponsor's message customarily is related to and identified with a specific program content. This contrasts with the periodical and newspaper method, in which the advertiser is not related to or connected with or concerned about the news and editorial messages with which his copy appears in juxtaposition.

The relationship between a news or comment program and its sponsor may be something a great deal more serious. The advertiser, under these circumstances, has the power to take off the air part of the news and opinion a station furnishes. No newspaper would tolerate for a moment such control of its news and its opinions. The newspaper or magazine advertiser can take out his advertising, but he cannot take along with it the news, editorials or features alongside the advertising. As long as the radio advertiser has the power to do this, radio stations will face the sort of criticism they have had in the past few weeks as the result of the withdrawal of several commentators whose sponsors have quit.* * *

Advertisers are being permitted to say what news is to be put on the air and who is to put it on the air. The power and responsibility of such a choice is not properly put into their hands alone.

Radio might well consider the precedent of the press and separate completely its commercial and news content. Jack Gould, discussing the problem in this newspaper's columns, has suggested entirely separate commercials before or after news and comment periods but without any sponsorship connection. This is one logical alternative to a system that casts doubt on the impartiality of stations and newscasters.

- - - - - - - -

Memphis Disk Jockey Blows Up
("Variety")

A disk jockey who "blew his top" in the early hours of a Sunday morning WHHM, Memphis, had local radio people in a turmoil.

Cecil J. (Charlie) Fike, a Texan with a long record of overseas service, came to Memphis four months ago. Unable to find a home for his wife and two children here, he became dissatisfied (this is Fike's explanation) and on Sunday morning between records went into quite aharangue about politicians kicking around the veterans, directing particular abuse against E. H. Crump, political boss of Memphis and Shelby County

Listeners flooded the station with calls complaining, many saying Fike had become profane in his running verbal attack. The Press-Scimitar detailed a portion of the Fike chatter at the mike thus:

"Here I am at the mike with nobody to hear me but the engineer...Crump, are you listening - you?... As for the political gang, oh, well, I won't go into that. They seem to be for just about the same thing we're for...OK, I'll try to keep it clean. I'll stay within the FCC...If I can save five lives it's worth it. You will never hear from me again. I am saying everything I want to say. There are four phones ringing right now. O.K., listeners, let's see who's listening...You're pitching for me, eh? You're a veteran? Well, this is a guy babbling his heart out. God bless you. We're getting away with something we will never get away with again."

McDonald, WHHM Manager, already ill with flu, fired Fike almost immediately after hearing the reports, then went back to bed with a rising temperature. Fike said, just before leaving town to return to Texas, "I wanted to get fired. I was fed up with the way the veterans are being pushed around, especially in the matter of housing. I didn't mean to use any profanity, but I don't regret one word I said."

- - - - - - - - - - -

Hedda Tries To Outwit Radio Lawyers
(Collie Small in "Saturday Evening Post")

Hedda Hopper's radio scripts are carefully culled for libelous material by a lawyer representative of the network - a practice Miss Hopper considers very offensive. Last year she hired a second lawyer to keep an eye on the first one. For a while she tried planting outrageously phony items in the script to divert the network lawyer from the items she really intended to sneak into the broadcast. Encountering only moderate success in this plot, she switched to a plan involving the use of the Significant Pause and the Subtle Inflection to give innocent-appearing items their proper flavor. She hopes to improve on this system this season.

Miss Hopper has been in radio since 1936, and not long ago won an award for some special quality described as "caressingly rhythmic speech". She probably would have been unimpressed by the accolade if, at about the same time, rival Louella Parsons' voice had not come under the scrutiny of Speech Analyst Frank Colby who concluded that Miss Parsons suffered from "unmusical shrillness" and a tendency toward "tow-octave swoops" - a decision in which Miss Hopper heartily concurred.

X X X X X X X X X

TRADE NOTES

President Harry S. Truman will be heard in an address from Washington, D.C., and ahost of popular stage, screen and radio stars will appear at a special broadcast presented in cooperation with the National Foundation for Infantile Paralysis on Thursday, January 30.

Consolidated sales of International Detrola Corporation totaled $11,112,728.10 for the two months of November and December, President C. Russell Feldmann announced last Friday. These figures for the first months of the current fiscal year compared with sales of $4,199,067.10 in November and December, 1945.

Who can remember when it was difficult for a national organization to select a convention city without being besieged by a bunch of Atlantic City convention go-getters? Now we hear "that Atlantic City as the choice of the National Association of Broadcasters' 1947 convention September 15-19 is contingent only upon the acceptance of terms by hotels and catering services."

How times do change!

Charles R. Denny, Chairman of the Federal Communications and Mrs. Denny, were among the guests at the Judiciary Dinner at the White House Tuesday night, January 14th.

The American Broadcasting Company has discontinued all television studio programming in New York for an indefinite period, Paul Mowrey, the network's National Director of Television said Monday.

"We have had lots of experience in programming and have built up a backlog of tested shows. During 1947 ABC television will concentrate principally on the construction of new stations and studios and the training of a television engineering department. We shall also make our television experience available to affiliated stations which are preparing to enter the new medium", he said.

During 1946 ABC received construction permits for video stations in Los Angeles, Chicago, Detroit and San Francisco. An application for a station in New York is before the Federal Communications Commission.

KZPI, 1000 watts, of Manila, Philippines Islands, will join the Columbia network February 1 to become CBS' 165th affiliate. The station has a permit for 10,000 watts and already has constructed its new tower. The rest of the equipment needed for 10 KW operation is on its way from the States, and KZPI expects to be broadcasting as a 10 KW station within the next fewmonths.

Supreme Court Justice Kenneth O'Brien last week granted the motion of Louid D. Frohlich, counsel for ASCAP, to dismiss the action of Perry Bradford against the Society. Bradford brought suit against Southern Music and ASCAP for six million dollars.

Contents of NBC Digest for January, 1947, include: Welcome United Nations, Harry S. Truman; Freedom of Radio, Thomas E. Dewey; The University in the Public Servic, James V. Forrestal; The Paris Peace Conference, James F. Byrnes; The French Elections, Henry Cassidy; How Station WEAF Got Its Start, Fred Allen and The British Commonwealth Pattern, Jan Christian Smuts.

NBC Digest is edited by Horton H. Heath and published quarterly in New York, N.Y. by the National Broadcasting Company, Inc. Price 15 cents in United States and Canada; 50 cents for one year's subscription, $1 for two years' subscription.

Among those high up attending the first meeting of the "Americans for Democratic Action" in Washington, a new liberal organization to "revitalize the Democratic party were Paul Porter, former head of the FCC, and Elmer Davis, radio commentator. Leon Henderson and Wilson Wyatt were chosen as heads of the group, the head patroness of which was Mrs. Eleanor Roosevelt.

The Federal Communications Commission has just issued an up-to-date list of FM stations now in operation.

Nearly all FM stations are employing interim equipment pending completion of full construction, and in some instances operation may be interrupted due to equipment changes and construction. Nearly fifty of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old FM band on a temporary basis. An FM program service is also being furnished by a developmental broadcast station in Cleveland, Ohio.

More than 1,000 telephone calls were received at WJZ, New York, following a nationwide appeal for type "AB" blood, made by Walter Winchell on a recent broadcast for a patient in Biscayne Hospital in Florida. Thirty trunk lines at ABC were jammed more than an hour and a half following the appeal, and calls still were coming in at the rate of one every three or four minutes at midnight, an hour after Winchell had returned to the air and advised listeners that a donor had been obtained.

In addition to New York, switchboards in Washington, Chicago, San Francisco and Detroit also were flooded with calls.

Eastern Airlines offered a plane to fly a donor from New York to Miami. In Augusta, Ga., an unidentified man chartered a plane to fly to Miami. Two persons had regular passengers "bumped off" a plane in Savannah, Ga., to enable them to rush to Miami.

Almost two million pieces of mail were received by WOR during 1946, establishing a record number of letters received in any one year since the station started in 1922.

The 1946 figure of 1,768,994 letters more than doubles those received in 1945 and is the greatest year since 1944 when 1,103,594 pieces of mail came to the station.

X X X X X X X X X X

NATIONAL BROADCASTING
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
JAN 24 1947
NILES TRAMMELL

INDEX TO ISSUE OF JANUARY 22, 1947

Vehicle Radio Booms; 1000 Licenses For 12,000 Vehicles.....1

No Radio Lobbyists Have Registered - Yet.....3
Emerson Radio Sales $23,088,881; Clears $1,340,356.....3

Request Granted For Earlier Tour WLW Stock Company.....4
RCA Produces New Coin Operated Radio Set.....4

BMI Wins Praise At Press Club Dinner To Pres. Truman.....5

Battle Of Atlanta Furnishes Excitement For Broadcasters.....6
Heslep, MBS, Back From Panama; Heads Radio Dinner Committee.....6

Television To Be Major Ad Medium By 1948, Says RCA Executive....7
Radar To Be Used To Clear Washington Airport Congestion.....7

FCC Fails To Reveal Don Lee Charges; May Do So Later..... 8
Adams Named FCC Assistant To General Counsel Last Week.....8

CBS Puts On Color TV Show For FCC Chairman Denny.....9

Senator White Defended; Best Man In Congress On Radio.....10

Alfalfa Club Beckons To Radio For Some Of Its Guests.....11
British Cable-Wireless, Ltd. Head "Hauls Down His Flag".....11

Lemke Reintroduces Resolution To Restore FM To 50 Mc. 12
New Wire Recorder Displayed In Chicago.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1759

January 22, 1947

VEHICLE RADIO BOOMS; 1000 LICENSES FOR 12,000 VEHICLES

The fastest growing operation of the Federal Communications Commission is the vehicle two-way telephone via radio tryout. To date the Commission reports that 1,000 experimental authorizations have been issued involving 12,000 taxicabs, trucks and private cars.

The taxicab people were among the first to recognize the value of radio telephone implementation. There have been more than 200 such grants involving nearly 8,000 taxicabs in cities from Boston, Mass., to San Diego, Calif., and applications are on hand for nearly 2,000 additional units to cover some 135 cities in 40 States. The largest grant of this nature was to a fleet of 1,600 cabs in San Francisco and Los Angeles.

The taxicab industry, with about $4,000,000 invested has gone so far as to claim that by saving "dead" mileage and increasing speed and efficiency of service, radio may bring about reduction in fares. A case in point is experimentation at High Point, N.C., where four radio-equipped taxis in a 10-day period traveled 5,200 miles, carried 1,700 fares and secured $1,400 revenue, while six other cabs without radio traveled 6,000 miles, carried 1,200 fares and grossed only $900 in the same period.

The trucking industry is interested in radio as an aid for dispatching and controlling the movement of vehicles, speeding repair crews, etc. However, there have been only three such experimental grants to date, mostly for intercity service. One grant involves use of 100 units, but the other two have less than three apiece. There is a pending trucking application for 100 more units.

The Commission has paved the way for mobile radiotelephone use generally by establishing experimental Urban and Highway services. For developmental work, 24 frequencies in the 152-162 megacycle band have been allocated to the Urban service, and 40 frequencies in the 30-44 megacycle band to the Highway service.

The need to conserve frequencies makes test programs necessary for general mobile two-way radiotelephone service for vehicles on the land, on the sea, and in the air. Grants are for bona fide experimentation without promise of regular service and with investment or other expenditure at the risk of participants. Soon there will be a general hearing at which time results of present experimentation will be analyzed and all persons interested will have a say in formulating rules and regulations permitting the inauguration of regular service.

Present testing is of a practical nature because it involves actual service by communications common carrier companies to the public in connecting persons in vehicles with wire lines; also service by associations on a common carrier or cooperative basis; and specialized service by individual users in certain categories.

Grants to firms, organizations and individuals experimenting with their own vehicles include such enterprises as hauling ready-mixed concrete, picking up and delivering merchandise, armored car delivery of cash and valuables, railway express trucks, fuel trucks, highway passenger buses, ambulances, doctors' vehicles, river and coastal boats, and even aircraft.

At the same time, telephone companies are testing radiotelephone service to individuals and groups on a common carrier basis at regular charges. Radiotelephone equipment in vehicles is able to communicate with telephone exchanges which connect with the regular wire lines. Telephone facilities in 60 cities have been granted or have made applications for such links with private cars, buses, and boats. Altogether, about 4,000 pieces of mobile equipment are operating in this category. The time may not be far distant when there will be telephone booths on trains and passenger planes for radiotelephone communication.

The Southwestern Bell Telephone Company at St. Louis was the first to try out mobile telephones on a large scale. The first overseas call from a moving auto was made from St. Louis to Honolulu (4,600 miles) on July 16, 1946. The New York Telephone Company handled 100 calls on its first day of urban mobile service, one of which was to Paris. In many cities radiotelephone-equipped autos are being used by press and radio news reporters.

Microwave relay circuits and wire lines implement radiotelephone service over intercity highways. Radio relay telephone service was first tested between New York and Philadelphia. Today highway systems are in operation or are being installed between New York and Washington; New York and Buffalo (via Albany); Chicago and St. Louis; and Los Angeles and San Diego.

Baltimore is the proving ground for mobile facsimile service by the Western Union Telegraph Company. Vehicles so equipped move about the city picking out of the air and delivering telegrams sent from New York, Chicago and Washington. Replies can be sent by the same means. This mobile service is in lieu of nehgiborhood telegraph offices.

Other testers of mobile radiotelephone equipment include the New York Central Railroad, which is using 36 mobile units for traffic control at its New York yards and 24 units on tugboats operating in New York Bay; also the Baltimore & Ohio Railroad, which employs it for police purposes at one terminal. The Baltimore Transit Company utilizes 50 units in connection with its street car system.

The Boston Public Works Department finds radiotelephony useful for emergency service. The District of Columbia has a radiotelephone hook-up with mobile equipment, including prison vans. One Atlanta department store had contact with 50 delivery trucks. A bottled gas company in Miami is using 10 units, the sales manager of a manufacturing company radiotelephones his salesmen, and a Maryland doctor's auto is similarly in touch with his office for hurry calls.

X X X X X X X X X

NO RADIO LOBBYISTS HAVE REGISTERED - YET

Although twenty pages of the Congressional Record (January 3) are devoted to the registration lists of Washington lobbyists, who they represent, and how much they receive, etc., as yet no one has signed up from the radio industry.

The nearest to it was Frank W. Wozencraft, formerly counsel for RCA Communications, who is now law partner of former FCC Commissioner Governor Norman Case. Mr. Wozencraft is representative of the Independent Bankers' Association in the 12th Federal Reserve District, Portland, Ore.

The registrations to date number 211 with the Townsend National Recovery Plan represented by 33 lobbying agents having the largest number. Organized labor has registered 51 lobbyists thus far and industrial and business organizations such as the National Association of Manufacturers, National Association of Real Estate Boards and so on 56.

X X X X X X X X X

EMERSON RADIO SALES $23,088,881; CLEARS $1,340,356

Net income of the Emerson Radio and Phonograph Corporation and its wholly owned subsidiaries was $1,340,356, equal to $3.85 a share on 400,000 capital shares, the annual report for the fiscal year ended on October 31 last has just disclosed. This was the highest ever attained being 66 per cent above the largest earnings reported in any previous year, according to Benjamin Abrams, President. It compares with $806,696, or $2.01 a share for the year ended with October, 1945.

During the year Emerson acquired two additional companies - Plastimold Corporation of Attleboro, Mass., and Jefferson-Travis, Inc., New York City.

"Plastimold is an outstanding producer of molded radio cabinets and gives Emerson an assured source of supply of one of the principal components in the production of radio sets", Mr. Abrams said. "The addition of Jefferson-Travis gives us access to the important and growing field of two-way radio communications.

"It is expected that the line of marine transmitting and receiving equipment now made will be expanded to include a wider range of radio telephone models, as well as radio direction finders, and will be augmented in the future by the introduction of similar equipment designed for automobiles, trucks and light aircraft, thus further broadening our operations in the electronic field", Mr. Abrams added.

X X X X X X X X X X

REQUEST GRANTED FOR EARLIER TOUR WLW STOCK COMPANY

Thousands of Midwesterners, many of whom have never seen a radio program, will comprise the audiences for 12 full-scale radio dramas, when WLW's stock company goes on the road next month for its third annual tour, which will open earlier this year in order to answer more requests for visits.

On the itinerary are communities in Ohio, Kentucky, Indiana and West Virginia. Beginning February 21, the touring WLW thespians will visit high school actors on the evening of their school plays, broadcasting an original radio drama from the stage after the scholastic production.

One feature of each broadcast will be the participation of a high school performer, selected from the school play cast by WLW's dramatic director. The broadcasts will be heard each Friday night at 11:30 P.M., EST, over WLW.

Traveling with the Director will be a cast of from 8 to 10 actors, as well as a sound man and an engineer.

Since its inception in 1945, the stock company tour has steadily increased the number of performances from an original four in the first year. This season, in addition to the regular visits to scholastic plays, the company will attend the State Drama Festival in Morgantown, W. Va., of Thespians, national high school dramatic society. In June, Director Charles Lammers of WLW will attend the National Thespian meeting in Bloomington, Ind.

X X X X X X X X

RCA PRODUCES NEW COIN OPERATED RADIO SET

The entrance of RCA Victor Division of the Radio Corporation of America into the field of coin-operated radio sets was revealed this week with the announcement that an RCA set embodying many new and unusual features will be introduced at the Coin Machine Show in Chicago, February 3 to 5 inclusive.

The new instrument was virtually "blueprinted" by leading coin machine operators and institution managers themselves, RCA said, its many special features being based on the results of a survey undertaken by the company to determine what new or improved features were most desired. Institutions expected to make use of the new sets include hotels, motels, tourist camps, hospitals, country clubs, and Summer resorts.

Superior performance, appearance, and flexibility of operation, as well as design and construction on features which provide maximum protection for the operator, are incorporated in this initial RCA coin-operated set.

X X X X X X X X

BMI WINS PRAISE AT PRESS CLUB DINNER TO PRES. TRUMAN

It is a surprising thing to those who attend presidential dinners to note when everyone is striving to put his best foot forward how frequently inferior talent manages to creep in. The first question asked about town the next day is, "How was the show?"

In the case of the National Press Club dinner (guests at which were confined to club members) to President Truman, the answer to that was loudly in the affirmative. All the customers from the President down seemed to be well satisfied.

All of which was complimentary to Broadcast Music, Inc., which through John Elmer, a member of the Board of Trustees and General Manager of WCBM, Baltimore, Md., and M. E. Tompkins, Vice-President and General Manager of BMI, made its debut in presenting entertainment for a banquet attended by the President of the United States. The following performers appeared in addition to the U.S. Navy Band Orchestra under the direction of Lt. Charles Brendler:

Miss Jane Davis, Accompanied by the Candlelight Trio; Ben Grauer, Master of Ceremonies; Miss Dorothy Kirsten, Metropolitan Opera Soprano; Ed Gardner, and his "Duffy's Tavern"; Marais & Miranda Folk Songs; Jan August, Pianologues with Ensemble; Ben Beri, Novelty Comedian and The Debonairs, Modern Rhythms.

Seated on either side of President Truman were Paul Wooton of the New Orleans Times-Picayune, retiring NPC President, and Warren Francis, of the Los Angeles Times, incoming President. Among those present connected with the broadcasting and communications industry were:

K. H. Berkeley, Manager, WMAL, Washington; Louis G. Caldwell, Counsel, WGN, Chicago; Senator Homer E. Capehart, from Indiana; Martin Codel, Editor, FM Magazine; Roland C. Davies, Telecommunications Letter; Willard D. Egolf, formerly of NAB; John Elmer, General Manager Station WCBM, Baltimore, Md.; Ben S. Fisher, Radio Counsellor; E. H. Gammons, Vice-President, Columbia Broadcasting System, Washington; Bond P. Geddes, Vice-President, Radio Manufacturers' Association; Earl Godwin, Radio Commentator; Theodore Granik, American Forum of the Air; F. P. Guthrie, Assistant Vice-President, RCA Communications, Washington.

Also Claude A. Mahoney, Radio Commentator; Joseph L. Miller, formerly NAB; Neville Miller, former President of NAB; Edgar Morris, Washington Zenith representative; Frank M. Russell, Washington Vice-President, National Broadcasting Company; Sol Taishoff, Editor, Broadcasting magazine; Eugene Thomas, Sales Manager, WOR, New York; Senator Wallace H. White, Jr., from Maine; Carleton D. Smith, General Manager, WRC, Washington.

X X X X X X X X X

BATTLE OF ATLANTA FURNISHES EXCITEMENT FOR BROADCASTERS

There hasn't been a dull moment for the broadcasters of Atlanta since the governorship fight started. Station WSB of the Atlanta Journal of which Leonard Reinsch, President Truman's radio advisor is in charge, and WAGA, of the Fort Industry, of which Commander George B. Storer is President, found themselves in the thick of it.

The following telegram describing the most exciting day has been received from Jean Hendrix, enterprising press representative of WSB:

"WSB coverage of today's Gobernatorial conflict as follows: When Governor Arnall arrived at Capitol this (January 17) morning he found Representative Jimmy Dykes at the desk Arnall set up in rotunda yesterday. WSB was present for direct exclusive statement from Arnall and Dykes, amidst boos and hisses from Arnall supporters.

"Arnall left for his law offices in Candler Building where WSB again broadcast exclusive speech on 'Does Your Vote Count'? He urged the people of Georgia to voice their disapproval of the 'Dictatorship in the Capitol' and demand recognition of the man they elected Governor.

"Earlier this morning when WSB attempted to set up broadcasting facilities in the reception room of the Executive offices, they were told that the facilities were needed for one of Talmadge's assistants. No other space was provided for WSB so it was impossible to broadcast Talmadge press conference.

"Immediately following conference WSB broadcast a complete recapitulation of questions asked and Talmadge's answers. While the Atlanta Journal is strenuously opposing Talmadge, WSB is carrying both sides of the controversy as public service. WSB will broadcast direct from Senate Monday morning when Lieutenant Governor Elect M. E. Thompson is Sworn In."

X X X X X X X X X

HESLEP, MBS, BACK FROM PANAMA; HEADS RADIO DINNER COMMITTEE

Charter Heslep, Washington, D. C. representative of the Mutual Broadcasting System, was among the radio executives who went to Panama aboard the "USS WISCONSIN" on the Naval Reserve cruise to get a first hand idea of what Navy peacetime life was like. Other similar cruises are planned by the Navy.

Mr. Heslep returned to Washington in time to actively resume his duties as Chairman of the Dinner Committee of the Radio Correspondents' Association which will be held at the Statler Saturday night, February 1st.

X X X X X X X X X

TELEVISION TO BE MAJOR AD MEDIUM BY 1948, SAYS RCA EXECUTIVE

Television will be a major advertising medium by 1948, J. David Cathcart, RCA Victor Home Instrument Advertising Manager told members of the Washington, D.C. Advertising Club at a luncheon meeting Tuesday (Jan. 21). Mr. Cathcart traced the growth of the medium's audience and predicted its future expansion: "In seasoned areas television will have full-scale professional calibre programming as a yardstick.

"Production willing, television will be an economically sound investment for the advertiser - and strictly on the basis of augmented business - in the areas where the television market has been developed, by 1948. Many new products will be born out of the power of television advertising, just as they were from radio", Mr. Cathcart said. "Already many of the country's principal national advertisers are using the medium on regular schedules."

He described the development of television market areas as being far speedier than the growth of radio audiences, traced the growth of television network facilities and operations, and summarized early reactions to the rebirth of the medium as a result of placing of postwar television receivers on sale.

X X X X X X X X X

RADAR TO BE USED TO CLEAR WASHINGTON AIRPORT CONGESTION

Million-dollar, 200-mile radar units being installed at the National Airport and Andrews Field, Md., by the Army Air Forces will eventually be used by the Civil Aeronautics Administration to control air traffic over the congested Washington area.

The units consist of a microwave early warning system (MEW) which can plot position and direction of aircraft up to 200 miles away, and a height finder showing their altitude.

The MEW radar units will have five scopes connected to the CAA traffic control center at the National Airport, as well as scopes manned by the AAF. Two other remote scopes will be used by the CAA Weather Service, as they show location of certain weather conditions such as thunderstorms.

Controllers at the field, contacting aircraft with the MEW and the height finder radar scope, can provide navigational data to the pilots and guide them away from hazards such as mountains, while the planes are still over 100 miles from Washington.

Another device, now being installed at the National Airport and known as ground-controlled approach radar, or GCA, will spot the planes at a distance of about 30 miles and guide them in the actual landings. At Andrews Field, they will be controlled by the traffic control radar unit from a 40-mile range.

X X X X X X X X X

FCC FAILS TO REVEAL DON LEE CHARGES; MAY DO SO LATER

Don Lee officials were still in the dark as to exactly what charges would be made against them, if any, by the Federal Communications Commission at the conclusion of the hearings conducted by Commissioner Rosel Hyde in Los Angeles last week. Commissioner Hyde reserved the right for the FCC to make specific charges after considering the testimony.

Lewis Allen Weiss, Don Lee, Vice-President and General Manager, declared that the Don Lee network had never dropped a station for failure to clear time or cooperate nor has it coerced an affiliate into accepting a program.

Melvin Marshall, former Manager of KYOS, Merced, Cal., endeavored to show "pressure" in correspondence between the network and station. FCC sought appearance of Thomas S. Lee, network president, but Dr. J. M. Lacey, his physician, said he could not appear because of a chronic spine condition.

Mr. Weiss said he was personally responsible for the network's operations and discussed problems of the network, affiliates and advertisers in the 41-station hookup. He said Don Lee affiliates found their affiliation profitable often raising rates. He voiced opposition to the 56-day requirement for notice.

Statements in a letter from C. O. Chatterton, KWLK, Longview, Wash., referring to a misunderstanding over option time, were misinterpreted, Mr. Weiss said, since the letter dwelt mainly with other subjects and the option complaint was far removed from the event to which it referred.

X X X X X X X X X

ADAMS NAMED FCC ASSISTANT TO GENERAL COUNSEL LAST WEEK

David C. Adams, a native of Buffalo, N.Y., has been promoted from Chief Rate Counsel of the Federal Communications Commission to Assistant to the General Counsel, succeeding Walter I. James, who resigned to enter private practice.

Since he joined the Commission in 1941, Mr. Adams has specialized in common carrier legal work. He formerly headed the International Telegraph Section of the Law Department, was a member of a committee of the Board of War Communications, and handled many cases affecting international communication services and rates.

At the conclusion of the war Mr. Adams, 33 years of age, returned to the Commission as Chief of the Internal Services Section; later became Chief of the International Section, Common Carrier Division, and, on June 7 last, was made Chief Rate Counsel. Mr. Adams was one of the United States delegation to the Moscow Five Power Telecommunications Conference held in 1946, and also acted as one of the United States observers at the London meeting of the CCIT in November 1946.

X X X X X X X X X

CBS PUTS ON COLOR TV SHOW FOR FCC CHAIRMAN DENNY

High performance capabilities of the ultra-high frequency standards the Columbia Broadcasting System has proposed as a basis for commercial television operation were demonstrated last Friday to Chairman Charles R. Denny and Commissioner Ray C. Wakefield, of the Federal Communications Commission, in an extensive series of color television demonstrations, climaxed by reception of a CBS color television broadcast in Tarrytown, N.Y., 25 miles from the transmitter in New York City.

The trip made by Commissioners Denny and Wakefield, who were accompanied by Harry M. Plotkin, the Commission's Assistant General Counsel, and Curtis B. Plummer, Chief Television Engineer of the FCC, duplicated that made by the four other members of the Commission last December. Chairman Denny missed that demonstration because of illness, and Commissioner Wakefield was in California.

Friday's demonstration, which included a trip through the CBS laboratories at the network's New York City headquarters, covered much of the data on which CBS witnesses testified at last month's hearings before the FCC in Washington, on the CBS petition for immediate adoption of commercial standards of color television. These hearings will be continued in New York City the week of January 27, with CBS broadcasting color television into the courtroom at the Federal Court House on Foley Square where the hearings will be held.

The importance of contrast range in producing high quality pictures, so strongly stressed by Dr. Peter C. Goldmark, inventor of the CBS color system, at the Washington hearing, was shown in Friday's demonstrations. Two simulated color television pictures were shown side by side. Interposed between one of the pictures and an observer was a neutral density filter. When the room was darkened, both pictures appeared to be of the same brightness. However, when the room was illuminated at normal brightness, the picture without the neutral density filter washed out and was difficult to see, whereas the picture with the neutral density filter maintained its contrast and could be comfortably viewed. Dr. Goldmark explained that it is because of this effect that color television pictures can be shown in a well-lighted room and still be viewed easily.

In their trip through the CBS laboratory, the Commissioners also witnessed a demonstration showing the high color fidelity possible under the CBS proposed color television standards, and saw in operation the CBS uhf color television image orthicon equipment for remote pickup now under test.

Dr. Goldmark also showed the present state of development of the special tube which he and his staff are developing, which gives promise of providing a simple solution for producing color television pictures with a single receiver tube under Columbia's sequential standards. The new tube, Dr. Goldmark said, represents "a very promising approach toward a simple, single, fully electronic receiving tube which can be utilized either for projection or for direct viewing."

X X X X X X X X

SENATOR WHITE DEFENDED; BEST MAN IN CONGRESS ON RADIO

There was a strong defense of Senator Wallace White, Jr. by his colleague, Representative Margaret Chase Smith (R), of Maine. Mrs. Smith spoke of him as a man of great current interest and showed, by quoting from Maine newspapers, how he was regarded in his own country, where proverbially a prophet is usually without honor.

Said the Journal in Lewiston, Me., the Senator's home town:

"Senator Reed, of Kansas, is hollering 'oligarchy', charging that Senators White, of Maine, Taft, of Ohio, and Vandenberg, of Michigan, are running the show. Several Senators have objected to one having more than one important job.

"White is the best qualified of the upper Chamber to head the Commerce Committee. He is the outstanding authority in Congress on communications. He is coauthor of the present radio law. At the personal insistence of President Roosevelt early in his first term, White accepted chairmanship of the American delegation to the International Communications Conference at Cairo. This was at the time that the Democrats had swept into Washington. This was a good assignment, but F.D.R. realized White's especial fitness to head the delegation. White demurred but the President made it a question of duty and White went."

The Sunday Telegram and Press Herald of Portland, commented:

"When White was assigned as Chairman of the Committee, in the face of bitter opposition by Senator Clyde M. Reed (Republican, Kansas), he completed a parallel in family history that matches the political parallels of the Cabot Lodges, of Massachusetts, and the Hales of Maine - for his grandfather, Senator William Pierce Frye, held that chairmanship, as well as the presidency of the Senate, when he died in 1911 after 50 years of public service, 40 years of it in Washington.

"In a certain sense he also is right back where he started 45 years ago, when, as a raw recruit on the political scene, he left Bowdoin College to become a junior clerk for that same committee, and secretary to the President of the Senate, his grandfather.

"Ever since the early days of that clerkship White's fervent wish was to duplicate the distinguished career of the grandfather he admired so well, and every step he has taken since has been with that end in mind.

"Senator Frye, for 40 years a powerful figure in Congress, both in the House and the Senate, and thrice president pro tempore of the Senate, was an impressive deity to look up to and emulate - but step by step, practically in Frye's very footprints, White has made his way."

X X X X X X X X X X X

ALFALFA CLUB BECKONS TO RADIO FOR SOME OF ITS GUESTS

"Come to the Land of Alfalfa,
Come where the clocks never chime,
Come where ill humor is only a rumor
And sadness is labeled a crime.
Come where the nights are all gladness
And sorrows and care are taboo.
Come to the land of Alfalfa;
Good fellowship's waiting for you."

This is part of the welcome extended to guests of the famous Alfalfa Club which held its thirty-fourth anniversary dinner in Washington last Saturday night. The Alfalfa Club, it should be explained, was named for the plant which admits no obstacle in its search for moisture. Senator Harry Floyd Byrd (D), of Virginia, was elected President of the Alfalfa Club for the coming year.

Veteran members of Alfalfa are Gene Buck, former President of ASCAP, who as a rule provides the professional portion of the exceptionally fine entertainment for which Alfalfa (modeled after the Gridiron Club) is noted, and Frank C. Page, Vice-President of I. T. & T.

Other guests from the radio and communications industries included:

Charles R. Denny, Jr., Chairman of the Federal Communications Commission; Kenneth H. Berkeley, Manager Station WMAL, Washington; Senator Homer E. Capehart of Indiana; D. Worth Clark, former Senator from Idaho, and Counsel-at-Law; John William Guider, Radio Counsellor; Ray Henle, Radio Correspondents' Gallery; John Marshall Littlepage, Radio Counsellor; Thomas P. Littlepage, Jr., Radio Counsellor; Eugene Meyer, owner of the Washington Post and Station WINX; Edgar Morris, Washington Zenith Representative, and Duke M. Patrick, Radio Counsellor.

X X X X X X X X X X

BRITISH CABLE-WIRELESS, LTD. HEAD "HAULS DOWN HIS FLAG"

When Cable and Wireless, Ltd., in London, passed to government ownership New Year's eve, Sir Edward Wilshaw, Chairman and Managing Director of the organization, sent the following farewell message to employees around the world:

"Tomorrow at midnight I haul down my flag and the government takes over command. I salute our very great company and each one of you personally. Good-bye and good luck."

X X X X X X X X X X

LEMKE REINTRODUCES RESOLUTION TO RESTORE FM TO 50 MC.

Representative Lemke (R), of North Dakota, last Tuesday (21st) reintroduced his resolution (H.J. Res. 78) relating to reassignment of a section of the 50-megacycle band of radio frequencies for frequency modulation (FM).

A holdover from the 79th Congress, Mr. Lemke's resolution to restore FM to the 50 mc. band was referred to the House Committee on Interstate and Foreign Commerce where it is expected it will have more consideration than in the last Congress due to the fact that Mr. Lemke's party, Republican, is now in control.

X X X X X X X X X X

NEW WIRE RECORDER DISPLAYED IN CHICAGO

A wire recorder combined with a home radio-phonograph - the first of its kind in actual production - is being shown for the first time at the American Furniture Mart in Chicago amid the predictions of radio experts that it will revolutionize the recording and broadcast industries.

The radio-phonograph-recorder is now in production by Lear, Inc., headed by William Lear of Santa Monica, Calif., designer of radio and airplane equipment. The new machine is based on the basic designs made in Chicago at the Armour Research Foundation during the war, but it has been greatly improved, according to Mr.Lear.

The new instrument - which radio men say is the most versatile home musical reproduction machine ever built - is being produced in a twenty-two-tube console model made to retail for about $500, and it will be available in this area in March or April, according to present plans.

The recorder uses a spool of stainless steel wire as have early models of the wire recorder, but new improvements have made it, Mr. Lear told dealers, "the most permanent method of recording known to man." Even heat of 400 degrees Fahrenheit do not affect the recording in the wire.

The recorder will record and play back instantly sound taken from a microphone attached to the set, from records playing on the phonograph, or from the broadcast being picked up on the radio, or it will combine any or all of the three.

Wire spools come in fifteen, thirty and sixty-minute sizes and are usable indefinitely. Transcriptions for broadcast by radio stations may be shipped on small spools instead of the presently used large discs. The wire recordings have the additional advantage of being unbreakable.

X X X X X X X X X X X X

SCISSORS AND PASTE

Washington, D.C.'s "Blue Book" Station
("Time")

Sick and tired of conventional radio, some 125 Washingtonians put up $100,000 for a "station for intelligent listeners" hired FCC analyst Edward Brecher (who helped put together the FCC's famed "Blue Book") to run the show. Last week Station WQQW began broadcasting according to its owners' lights:

No plug-uglies or singing commercials, only four one-minute commercials an hour (says Manager Brecher: "We believe that a listener is entitled to a program after every commercial").

No patent-medicine ads unless approved by the station's medical advisory committee.

No soap operas, instead, a weekday Woman's Magazine of the Air, containing news and features about women and shopping and housekeeping information.

No children's blood-and-thunder hour.

Added attractions: good "music to listen to - not just to eat to, to talk to, or to shave to"; a chapter a day read from a current best-seller. A medical research program, written by a practicing bacteriologist and a scientific review are scheduled for once a week. Every Sunday morning The Meaning of Religion will bring talks by Washington clergymen.* * *

WQQW airs 75 minutes of news a day - and no editorializing.* * *

Would advertisers help foot the bills? Said Manager Brecher: "If we get the listenership we expect, they'll be glad to." And the audience was even greater than expectations within two days WQQW had some 350 letters, 150 postcards, countless phone calls, including businessmen, physicians, editors, writers, economists, Government employees, housewives.

- - - - - - - - - -

RCA's Global Tape Relaying System
(T. H. Mitchell, Executive Vice-President, RCA Communications, in Relay Magazine)

During the past year we have witnessed the first steps in the gradual change-over in our operations from the manual methods long used by telegraph carriers, to a modern, mechanized system of providing an international communications service embracing a world-wide tape relay system.

RCA Communications, Inc. is once again leading the way. In keeping with the new advances in the arts of transportation and communications, a modernization program was initiated early in 1945. We were convinced that fast, low-rate service must be made available and readily accessible in all parts of the world if we were to successfully meet the competition of the airmail and telephone services. Our ability to meet these changes would be evidence of new growth and new strength.

It is gratifying to report that we have made excellent progress thus far. During my visit to our Pacific installations, and more recently on the European continent, I was greatly impressed with the enthusiastic interest everywhere in our modernization program. Officials of foreign administrations were keenly interested in our tape relay method of operation, and they were anxious to obtain first hand knowledge of its future possibilities.

- - - - - - - - - - -

Talmadge Had Radio Technique
(Drew Pearson)

Like Hitler, elected by a minority of the voters, Governor Talmadge also had a great radio technique. A total of 125 Georgia newspapers were against him; seven for, but his radio technique won out.

- - - - - - - - - - -

Gallup Poll Doesn't Expect Much Price Drop In Radio Sets
(Gallup Poll)

"Do you think that prices on the following items will be higher, lower, or about the same six months from now?"

	Higher or About Same	Lower	No Op.
Food	46%	48%	6%
Rent	83	13	4
Clothing	55	38	7
Automobiles	70	19	11
Manufactured Goods - Radios, refrigerators	65	30	5
Real Estate	56	37	7

- - - - - - - - - -

Bell Microwave Link Makes Television History
("Long Lines")

One of the longest microwave television circuits ever provided by the Bell System carried the action of three home games on Army's 1946 football schedule.

It was on a warm Saturday afternoon - October 5 - when the first pictures of a West Point game flashed from Michie Stadium to the top of nearby Crows Nest Mountain and from there leaped forty-five miles to New York City. That NBC broadcast, together with a CBS broadcast the same day from Columbia University's Baker Field, marked the first commercial microwave television transmission by the Bell System.

The West Point broadcast also was the first two-link job ever done commercially by the Bell System.

X X X X X X X X X

TRADE NOTES

Wayne Coy, Vice-President of WINX (Washington Post station) is among a newspaper group which has just left Washington on an Army plane for a month's inspection trip to the Pacific bases and the occupation zone of Japan and Korea.

Bruce Dennis, Director of WGN, Chicago, Public Relations, who is a Lieutenant Commander in the Naval Reserve on inactive duty, spoke last week before a conference of executive officers and public information officers from the 28th Naval Air Training Commands at Glenview Naval Air Station. Commander Dennis outlined a radio campaign for recruiting former Navy enlisted men in the Naval Reserve air training program.

The American Broadcasting Company will add its 237th affiliate on March 1st when radio station WGFG, 1000 watts, of Kalamazoo, Mich., joins the network as a member of the Northeast Group.

WNAX, Cowles station in Yankton, S. D., newscaster, Jim Corbett hit the air just five minutes after a fire in Sioux City that destroyed $150,000 worth of merchandise belonging to his sponsor in the Commerce Building was under control.

WNAX newsmen, including Corbett, were strictly on their toes, arriving at the scene of the fire six minutes after the alarm was turned in, battled their way into the smoke filled building to cover every detail and be able to give first-hand reports direct from the WNAX newsroom.

The fifth floor, where the heaviest damages occurred, was used as a warehouse for the K & K Company, sponsors of Corbett and his Five State, Five Star Round up News.

Senator Capper (R), of Kansas, reintroduced his bill (S.265) to prohibit transportation in interstate commerce of advertisements either by the printed word or radio of alcoholic beverages.

"I have introduced this bill in each Congress for several years as it is my firm belief the proposed legislation is necessary for the proper regulation of such advertising in the separate States" said the Senator.

Improvements in the Washington Fire Department during the year included setting up of a communications detail which maintains constant contact between firegrounds and fire alarm headquarters during all multiple alarms of fire.

All chiefs' cars are now equipped with two-way radios, as are two outlying engine companies and a suburban truck company.

The Department hopes to equip all apparatus with radios in the near future.

The thanks of the Community Chest Federation and Station WRC in Washington go to contributors to the WRC Doll House who gave a record number of toys, in excess of twenty-two thousand, for Christmas distribution to the needy children of Washington. Bill Herson and the Doll House staff also accepted contributions in cash amounting to $1,559.07 which was given to agencies of the Community Chest. Almost seventeen thousand toys were distributed by the 46 agencies of the Community Chest, while 2,683 dolls and toys went individually to 926 children of 233 underprivileged families. Two thousand dolls and toys in slightly used condition were given to the Salvation Army.

R. C. Cosgrove, President of the Radio Manufacturers' Association, will speak Friday, January 24th, before the Radio Luncheon Group of the American Marketing Association, on the subject of "Trends in AM, FM and Television". The luncheon will be in the Hotel Sheraton, New York City.

The D. L. & W. has installed the Federal Telephone & Radio Corporation Carrier Telephone System over its lines between Hoboken, N.J. and Scranton, Pa., and will provide an additional telephone circuit between these two points, thus expediting the heave communications traffic of the railroad.

In addition, FTR has five other railroad companies using its Carrier Telephone and Telegraph equipment, including Speech-Plus-Duplex units, which permit commercial speech and telegraph signals to be transmitted simultaneously over the same wire. This type of equipment is also used widely by oil and pipe line companies, refineries, power companies and independent telephone companies.

Admiral Richard E. Byrd, as he flies over the frozen wastes of unexplored regions of the Antarctic on his present expedition, will record his observations on a wire recorder, especially equipped for airplane use and loaned by the General Electric Company.

"The wire recorder will be a tremendous help in being able to fully record as we see things", Dr. Siple explained. "On our flights in previous expeditions we took notes, which later had to be expended upon and transcribed when we returned. It was an easy matter to forget things which we had neglected to make a pencil note of."

Parts of these recordings, which are not confidential and considered of public interest, will be given to General Electric on the return of the expedition for broadcasting over WGY.

"We may be able to give you a broadcast, which actually originated right over the South Pole" was Admiral Byrd's parting promise.

Contents of January issue of The International Review:

"Denmark";"The Story of the Marine Division of Mackay Radio and Telegraph Company"- Its services to merchant shipping range from shore-to-ship radiotelegraph stations to the design, installation, and worldwide service of marine radio equipment, and "New Duties For Dielectrics" - An I. T. & T. research unit develops new dielectrics to keep pace with advancing electronics and telecommunications needs.

X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
NEW YORK, N. Y.

RECEIVED
1947

INDEX TO ISSUE OF JANUARY 29, 1947

Farnsworth Wins 1st Portal-To-Portal Suit - $300,000 Claim.....1

Petrillo Extends Network Contracts For Another Year.....3
Pre-Hearing For Argument On Multiple Ownership.....3

Tobey Kicks Over Traces; Opposing Small Business Committee.....4

RMA Head Predicts 300,000 TV Sets In 1947.....5
Syracuse Again Selected For RMA Engineers Spring Meeting.....5

Rep. Lemke Reveals 13 FM Questions Paul Porter Ducked.....6

N.Y. TV Demonstrations Lead To Final FCC Showdown Feb. 10.....9

Asks Supreme Court To Reverse Chicago Petrillo Decision.....10
Army Awards Medal Of Merit To Dr. Armstrong.....10

Ralph Beal, RCA Communications Vice-President, Dies.....11
Earl Gammons, CBS V-P, White House Dinner Guest.....11

Conference On AM Broadcast Standards Changes Jan. 30.....12
Ex-Army Captain, Edward Sarnoff, Son Of RCA Head, Marries.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1760

January 29, 1947

FARNSWORTH WINS 1ST PORTAL-TO-PORTAL SUIT - $300,000 CLAIM

Legal steps which preceded what is believed to be the first instance of a portal-to-portal suit dismissal with prejudice against the plaintiff have been disclosed by E. M. Martin, Vice-President and Counsel of the Farnsworth Television & Radio Corporation.

The District Court in Fort Wayne, Ind., according to Mr. Martin, has dismissed with prejudice a $300,000 portal-to-portal pay suit 25 days after it was filed against the Farnsworth Corporation last December 31 by Local 916, United Electrical Radio and Machine Workers of America (CIO).

Two union officials filed the suit as agents of 44 named employees in the company's Fort Wayne plant and "all present and former employees similarly situated". The court was asked, in the complaint, to require the company to answer seven interrogatories proposed by the Union.

These requested job classifications of the named employees since 1938 and various information relating to each employee in each week since 1938, such as starting time, quitting time and lunch period and the "amount of time spent on the defendant's premises before the established starting time, after the established quitting time and during lunch period."

On January 7, Vice-President Martin and Alex M. Campbell, counsel, of Fort Wayne, filed objections to the interrogatories and a motion for a bill of particulars.

A brief in support of the objections included an affidavit by the company controller to the effect that segregation of 13,416 weekly time cards from the files in storage would be necessary to answer the interrogatories for each of the 44 claimants; and that, since the interrogatories required answers to 15 separate items for each of the 13,416 weekly time cards, a total of 201,240 separate questions involving the compilation of data were being asked.

The controller estimated that a minimum of 15 additional clerks working at least one month would be needed to carry out the compilation of data required.

The plaintiffs were asked to designate, for each employee referred to, where, when, and for how long during each work-week since October 23, 1938, alleged acts, such as the donning and doffing of protective clothing, and the obtaining and storaging of equipment, before and after work hours, occurred.

In an affidavit attached with a supporting brief, the company's plant superintendent denied that any employee ever had been required by the company to perform any of the alleged acts prior to, or subsequent to, working hours, or during lunch periods.

On January 11, attorneys Martin and Campbell filed a motion asking the court to grant the company leave to take depositions of the 43 claimants and their agents. Their motion explained that depositions were desired for discovery, for use as evidence in the action, and because the defendant was "without knowledge of the facts sufficient to enable it to frame answer to plaintiffs' complaint".

On January 17, a Fort Wayne morning newspaper reported that all except one of the 44 claimants had requested their attorney to withdraw the suit. The evening paper of the same day reported that A. W. Doescher, President of the Union, had stated that all claimants without exception had signed a letter requesting the withdrawal.

Mr. Doescher was quoted as saying the claimants agreed to withdraw their suit "because we believed we had no claim against the company."

During the day of the 17th, the attorneys for the company filed a request for hearing, asking that they be heard by the court prior to the issuing of any order dismissing the suit.

"Obviously the mere dismissal of this action without prejudice with respect to the claimants named would have no real effect, inasmuch as the suit would still be brought by an agent and representative on their behalf as unnamed plaintiffs", the request stated. "This simply means that, instead of being named as employees who authorize the complaint, they would fall in the category of the unnamed employees on whose behalf the action is brought.

"Defendant believes that it would be wholly unwarranted to ascribe to these employees who have expressed their desire to terminate this litigation any ulterior motive such as a desire to have the suit continued for their benefit without the assumption of the obligations incident to their being named as claimants. Defendant believes that these claimants are sincere in their desire that this litigation be terminated and that it would be unfair to place them in a position which would indicate an ulterior motive on their part.

"The filing of this complaint has already necessitated the spending of substantial time and effort on the part of the defendant to prepare its defense. Defendant has filed various motions and other papers herein. Obviously, it would be grossly unfair simply to dismiss, in whole or in part, without prejudice, this case at this stage of the proceedings and to leave the defendant in a position where the same action could be brought de novo at any time, requiring defendant again to repeat the steps that have been previously taken in defending this action.

"In view of the importance of the form of any order dismissing this action or any part thereof, defendant respectfully requests that it be heard by the court prior to the issuing of such order."

X X X X X X X X X X

PETRILLO EXTENDS NETWORK CONTRACTS FOR ANOTHER YEAR

James C. Petrillo, President of the American Federation of Musicians, and heads of the four national networks reached an agreement last week on extension of their contract for another year. The present compact expires Jan. 31.

Under the accord, representatives of the union in New York, Chicago and Los Angeles will negotiate with the networks on a local basis in the matter of new pay scales. All other working conditions will continue without change, according to Mr. Petrillo.

Mr. Petrillo also advised the networks that he would consider at a future date the question of musicians working on frequency modulation stations. He indicated that this would be after the United States Supreme Court had ruled on the Lea Act. The Lea Act, designed to curb the union's activities in radio, recently was declared unconstitutional in Federal Court in Chicago.

At present the union requires the employment of a double crew of musicians if a program is duplicated simultaneously on both a standard and FM station, a ruling which has had the effect of keeping "live music" off FM.

X X X X X X X X X

PRE-HEARING FOR ARGUMENT ON MULTIPLE OWNERSHIP

On January 9, 1947, the Commission adopted an order scheduling for February 7th, oral argument before the Federal Communications Commission en banc on interpretation and application of the Commission's Rules and Regulations concerning multiple ownership of broadcast stations, particularly FM and Television stations.

A pre-hearing conference will be held on Friday, January 31, 1947, at 10:00 A.M. in Room 1146, New Post Office Building, in Washington. All persons expecting to appear at the oral argument are invited to attend. It is expected that on or before the date of the pre-hearing conference there will be made available for the information and assistance of the parties at the oral argument, a series of maps, prepared by the FCC's staff, showing the extent of overlap in a number of cases in which the Commission has made grants of FM applications.

X X X X X X X X X X

Governor James L. McConaughty from Hartford Monday, January 27th, made the first of a weekly broadcast series, which he said he plans to conduct as a means of keeping Connecticut people informed about their Government. Twelve radio stations broadcast the program which originated in the Governor's mansion.

X X X X X X X X X

TOBEY KICKS OVER TRACES; OPPOSING SMALL BUSINESS COMMITTEE

Senator Tobey (R), of New Hampshire, gave a pretty good preview last Friday of what a bull-in-a-china shop he may prove in forthcoming sessions of the Senate Interstate Commerce Committee which also has to do with radio and communications. In fact, a bill which Senator Tobey is about to introduce to give the Federal Communications Commission a thorough going over, especially with regard to the FM reallocation, may be the first piece of radio legislation the newly reorganized committee will have to consider and if so, it is predicted Senator Tobey may again cause the sparks to fly.

In fact, one of the reasons for Mr. Tobey getting off the reservation Friday was caused by his colleague, Senator Wallace White (R), of Maine, taking over the Chairmanship of the Interstate Commerce Committee as well as the Senate leadership. Both Tobey and Senator Reed (R), of Kansas, wanted the Committee chairmanship themselves. Senator Tobey finally accepted the chairmanship of the Senate Banking Committee but Reed turned down an opportunity to head the Civil Service Committee.

Senator Tobey's main target Friday was Senator Wherry (R), of Nebraska. It was in the matter of extending the Small Business Committee, Tobey charging this was being done to create a Committee chairmanship for Wherry, who already holds the important position of Senate whip. The Small Business Committee also touches radio in that it is now conducting a survey of weekly newspapers and among the questions asked is how is radio, especially FM affecting them.

The Republican forces defeated a proposal by Tobey to have the Banking Committee which he heads handle all questions involving the Nation's small business.

Angrily bolting his party's leadership, Senator Tobey charged the GOP with creating the special Senate Committee on Small Business and extending the Senate War Investigating Committee only to give "lillipops" in the form of Committee chairmanship to "faithful subleaders."

"I now present another example of the confusion, the inefficiency, and the explanations which do not explain, introduced into the proceedings of the Senate by the roundabout devices employed to achieve the undisclosed purposes for which the resolution to create these special committees were introduced", Senator Tobey said.

For more than an hour, most of it on time given him by the delighted Democrats, Senator Tobey pounded away at the leadership of his own party.

The Senate's activities since the Republicans had taken over had been characterized by "blunder, blunder and blunder", the New Hampshire Senator charged.

In sputtering fury, Senator Tobey insisted that the GOP leadership - meaning Senator Robert A. Taft (R., Ohio), Senators White and Wherry - has "been running the train off the rails."

Despite the opposition of the New Hampshire Senator, however, thw GOP steamroller came through with a vote of 46 to 42 to extend the life of the special Small Business Committee - this time headed by Senator Wherry - for one year with $50,000 to finance its operations for that period.

However, those who know Senator Tobey say that so far as his kicking over the party traces go, this is only the beginning.

X X X X X X X X

RMA HEAD PREDICTS 300,000 TV SETS IN 1947

R. C. Cosgrove, President of the Radio Manufacturers' Association, and Vice-President of the Crosley Manufacturing Co., addressing the American Marketing Association in New York last week, predicted that the industry will turn out 300,000 television sets, compared with 6,465 last year, but he supplied no breakdown as to table, direct view consoles and projection consoles.

In connection with television, he emphasized that manufacturers will have to take losses until lower prices make real sales volume a certainty.

"Until we turn out a good set for $150, we are not going to get profitable volume", he stated.

Touching on the current controversy between black and white and color images, Mr. Cosgrove was quoted by the New York Times as saying: "It would be an outrage to hold up the industry now by large-scale introduction of color."

Mr. Cosgrove, discussing FM, said that radio manufacturers will produce at least 2,000,000 frequency modulation sets this year, tenfold over 1946, with an estimated retail volume of $225,000,000.

X X X X X X X X X

SYRACUSE AGAIN SELECTED FOR RMA ENGINEERS SPRING MEETING

The Spring meeting of Transmitter and Transmitting Tube Engineers of the Radio Manufacturers' Association will be held from April 28 to 30 at Syracuse, N.Y. The first two days will be devoted to technical sessions and engineering Committee meetings with the Spring meeting dinner on the second evening. The third day will be used for inspection trips.

The Committee handling the arrangements are J. J. Farrell, Chairman of the Transmitter Section; I. R. Weir of General Electric Co.; and Virgil M. Graham of Sylvania Electrid Products, Inc.

X X X X X X X X X X

REP. LEMKE REVEALS 13 FM QUESTIONS PAUL PORTER DUCKED

Almost a year ago following the Federal Communications Commission's moving FM upstairs into the 100 megacycle band, E. F. McDonald, Jr., who had protested against this, wrote a letter to Paul Porter, then Chairman of the Commission, the contents of which were not revealed until last Monday. This was by Representative William Lemke (R), of North Dakota, offering a copy of the letter in evidence when he appeared before the House Interstate and Foreign Commerce Committee to urge passage of his resolution to restore FM to the 50 megacycle band.

It has been learned from a reliable source the question referred to below which Chairman Porter asked Major Edwin H. Armstrong, inventor of FM, and Commander McDonald was: "Do you have confidence in the integrity of the Communications Commission or do you believe they are influenced by commercial interests?" Space does not permit reprinting the entire McDonald-Porter letter but salient portions follow:

"You asked Major E. H. Armstrong and me a question, which neither of us answered at the time. Naturally, you are still expecting an answer from us. I cannot, of course, speak for Major Armstrong, but it would help me in arriving at my own conclusion if you would give me your answers to the thirteen questions that follow: * * * *

"First Question: Who was it who first suggested to the Commission that it take away from FM the 50 megacycle band, where it had rendered an unequalled service in many areas for five years, and move it to the untried, unexplored, unproved 100 megacycle band, which, as has now been demonstrated, will make it primarily a city service?

"In 1940 the FCC assigned to FM a section of the 50 mc band of the radio spectrum. We were led to believe that this assignment was permanent. The industry proceeded to build FM transmitters and receivers, and the public purchased approximately 400,000 high priced FM receivers during the period 1940-44. During this period FM gave unequalled service on the 50 mc band, not only to cities, but to the rural areas as well, in sections where 50 mc FM transmitters were installed.

"Second Question: Why was the proposal to move FM from the efficient 50 mc band to the inefficient 100 mc band advanced only after FM had proved its superiority to standard AM broadcasting?

"In 1944, the Radio Technical Planning Board of the radio industry, which was organized at the request of FCC, and which represented the best engineering talent of the entire radio industry voted on the question of whether FM should be moved from the 50 mc. band. There were 27 votes against moving FM from the proved, efficient 50 mc band, and only 1 vote to move it.

"Third Question: Why did the Commissioners ignore the advice of the very Radio Technical Planning Board that had been organized at their request?

"Early in 1945, after having heard the testimony and oral arguments before FCC on the subject of whether or not to move FM, this same Radio Technical Planning Board again recommended, by a vote of 21 to 1, that FM remain in the efficient 50 mc band and not be moved to the untried, unexplored 100 mc band.

"Fourth Question: Why did the FCC again ignore the advice of the Radio Technical Planning Board which, after hearing the testimony presented at the FCC hearings, voted so overwhelmingly against moving FM?

"There are in the United States only a very few scientists who are qualified as experts on the propagation of radio waves. During the FCC hearings of 1944-45 eight of these experts testified on the subject of moving FM. Seven of them, distinguished scientists all, after carefully considering the question, recommended that FM remain in the 50 mc band. * * * *

"Only one Propagation witness, Mr. K. A. Norton, a former employee of the Commission who appeared for the Commission, recommended that FM be moved to the 100 mc band.

"Fifth Question: Why did the Commission accept the advice of theorist Norton and ignore the recommendation of seven distinguished propagation experts?

* * * *

"Sixth Question: Why did the Commission move this great service from the proved, efficient 50 mc band to the untried and unproved 100 mc band, against the evidence of the only factual data available, and before itself making actual, comprehensive tests of the new frequencies?

"The principal reason given by the Commission for moving FM was that in the 50 mc band it might be subject to interference. It is conceded by the entire radio engineering fraternity that television is at least 100 times as subject to interference as FM.

"Seventh Question: Why did the FCC assign television to the 50 mc band when it knew that television was far more subject to interference than FM?

* * * *

"Eighth Question: Why did the Commission state in its press release that their Laurel findings disproved our findings when it was obvious that they did not, instead of revealing to the public that their long range Andalusia tests confirmed our findings?

* * * *

"Ninth Question: Why, Chairman Porter, did you ask me to include the 42-44 mc band in our petition, which inclusion brought in objections from various police departments all over the country who had been assigned that band, and from others, after we had indicated our belief that public interest would be served at this time by the reassignment of only the 44-50 mc band?

* * * * *

"Tenth Question: Why did the Commission ignore the uncontroverted factual evidence established by your tests, and ours, and deny the prayer of the petition which we filed at your personal request?

"Eleventh Question: Why did the Commission again ignore the testimony of the distinguished scientists who, as above stated, confirmed our findings?

"In our discussion of the problem you, yourself, wrote to me, 'You may be assured that the Commission's conclusions will reflect our determinations of the requirements of the public interest as distinguished from the immediate short-range interest of any group, including private manufacturers.'

"At the January 18-19 hearings in Washington, most of the opposition to reassigning FM to the efficient 44-50 mc, as well as the 100 mc band, came from manufacturers who were tooled to produce single band 100 mc. sets, and did not wish to redesign their sets.

"Twelfth Question: Was any weight given by the Commission to testimony of private manufacturers that granting of the petition would interfere with their 'short range interests'?

* * * * *

"Thirteenth Question: Is it the Commission's intention to permit stations now broadcasting on the 50 mc band, and interfering with no other service, to continue on this band long enough for further comparative, nationwide, comprehensive testing with new stations on high power on the 100 mc band, or do you intend to remove them from the air and forever destroy their opportunity to further demonstrate to the entire radio engineering fraternity and to the public, the much greater efficiency of the 50 mc band for providing service to the farmer?"

Replying, Mr. Porter wrote, in part, as follows:

"I do not propose to respond to these questions seriatim, but rather wish to advise you that an opinion soon to be issued by the Commission will contain the reasons in support of its unanimous position to maintain FM at this 88-108 mc.) portion in the radio spectrum.

"I would prefer to rely upon the Commission's official decision than to undertake a detailed response to the 13 questions which you have submitted.

"The Commission and its staff have carefully analyzed the record of this proceeding and other information in previous proceedings. It was the unanimous conclusion of the Commission and its staff that the public would be ultimately best served by the decision we have made. It was a difficult question to resolve, particularly when many of the factors involved a judgment upon abstruse technical considerations concerning which there is but little factual information. However, we have reached a conclusion based upon our appraisal of all the considerations involved as to what is most desirable from a public standpoint. It is therefore my hope that all elements of the industry will now go forward to develop this new service."

X X X X X X X X X

N.Y. TV DEMONSTRATIONS LEAD TO FINAL FCC SHOWDOWN FEB. 10

Climaxing a series of color broadcasts throughout the day into the crowded 17th floor courtroom of the Federal Court House on Foley Square, New York City, the Columbia Broadcasting System last Monday afternoon (Jan. 27th) demonstrated before Chairman Charles R. Denny and other officials of the Federal Communications Commission, the feasibility of sending color television over long distances on coaxial cables. The pictures of a live color program were transmitted 450 miles by cable to Washington and back to New York, and then broadcast into the courtroom.

During the demonstration, direct comparison was made between the pictures sent via Washington and those received directly from the transmitter in the Chrysler Tower in mid-town New York.

Most of the day's proceedings were devoted to direct testimony by Dr. Peter C. Goldmark, inventor of the CBS color system, on such technical points as the definition, contrast and brightness of his pictures.

Representatives of the Radio Corporation of America, Philco and the A. B. DuMont Laboratories, which have opposed adoption of the CBS standards, were scheduled to present their cases later.

RCA's demonstration was to be held today (Wed., Jan. 29) in the Penn's Neck Community Club at Princeton, N.J. Following these sessions the FCC hearings will conclude in Washington February 10th.

The CBS broadcasts Monday highlighted a day during which CBS displayed complete operation of its ultra-high frequency color television facilities in accordance with the standards it proposed for FCC adoption. The proceedings made courtroom as well as television history. They marked the first broadcast of television programs into an American courtroom, and the first time a television system in its entirety had been demonstrated at an FCC hearing.

All broadcasts originated in the CBS laboratories at 485 Madison Avenue, corner East 52nd Street. A CBS color camera with an orthicon tube was used for live pickup. For film and slide pickup, a dissector tube was used. Except for the broadcasts after transmission via Washington, all the pictures were carried via coaxial cable from the CBS building to the Chrysler Tower transmitter of W2XCS, CBS' experimental color television station, and then broadcast.

For the coaxial cable tests, the pictures were carried from the CBS building at 485 Madison Avenue to the Grand Central Terminal, then via American Telephone and Telegraph Company cable to the A. T. & T. Building in New York, then over the A. T. & T. cable to Washington and back to New York, then to the Chrysler Tower transmitter, where they were broadcast and received at the FCC hearing.

X X X X X X X X X

ASKS SUPREME COURT TO REVERSE CHICAGO PETRILLO DECISION

Reversal of a Federal District Court ruling holding the Lea Act, which was aimed at the "stand-by" rules established by the American Federation of Musicians, to be unconstitutional, was asked of the Supreme Court by the Justice Department Monday, January 26th. The AFL union, headed by James C. Petrillo, demands that broadcasting studios hire extra musicians where musical selections are played.

George T. Washington, Acting Solicitor General, filed a brief with the high court, urging an immediate review of the ruling by Judge Walter J. LaBuy of the District Court at Chicago. The LaBuy finding was a victory for the musicians, who had called a strike at a Chicago radio station because of their demand that additional musicians must be employed.

The Lea Act, said Mr. Washington, represented "the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation, and as to the best method of remedying such evil."

"The very fact that the decision nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the question involved", he stated.

The appeal was taken directly from the District Court. Before the Supreme Court decides whether to review the case, an opportunity will be given to the musician's federation to file an answering brief.

X X X X X X X X

ARMY AWARDS MEDAL OF MERIT TO DR. ARMSTRONG

Dr. Edwin H. Armstrong, radio inventor and Professor of Electrical Engineering at Columbia University, received the Medal for Merit Tuesday (January 28) in Washington from Maj. Gen. H. C. Ingles, Army Chief Signal Officer. His citation, signed by President Truman, said:

"Dr. Armstrong contributed greatly to the improvement of military radio communications by his numerous inventions in the radio field and by his unselfish and patriotic efforts as a voluntary adviser to the Chief Signal Officer of the Army.

"He was instrumental in influencing the Army to adopt frequency modulation for its mobile communications equipment - acknowledged to be the finest in the world - and he greatly facilitated production of this equipment by making his frequency modulation patents available on a $1-a-year royalty basis to any one manufacturing apparatus for the War Department for military purposes."

X X X X X X X X X X

RALPH BEAL, RCA COMMUNICATIONS VICE-PRESIDENT, DIES

Ralph R. Beal, 59, Vice-President in Charge of Engineering of RCA Communications, Inc., in New York, died suddenly last Friday, January 24th.

Mr. Beal was a pioneer in radio, television and electronics. As a field engineer in the early days of radiotelegraph communication, he participated in the first investigations into high-power point-to-point radio transmission and contributed toward the development of the art into a dependable means of world-wide international communication. Later, as Research Director of the Radio Corporation of America, he was given the responsibility of coordinating research and advanced engineering development activities of RCA and its subsidiaries.

Serving as Research Director from 1934 to 1943, Mr. Beal originated and supervised programs of research which constantly broadened the field of radio products and services. Among major developments during this period were the application of radio-electronics to numerous non-communication purposes, the electron microscope, television, theater television, radar, radio relays, and the opening of the microwave section of the radio spectrum.

Following his graduation from Leland Stanford in 1912, Mr. Beal, a native of Kansas, joined the Federal Telegraph Company in San Francisco. Two years later, he was sent to Panama to take charge of the installation of the early continuous wave radio communication station of the U. S. Navy and later directed the installation of equipment in radio stations of the Navy in Hawaii and the Philippines. During World War I he installed the powerful Navy stations in Annapolis; Sayville, L.I. and Bordeaux, France. Subsequently, Mr. Beal made engineering studies and investigations in the Orient, related to establishing direct overseas radio communications between the United States and China.

In 1926, Mr. Beal joined Radio Corporation of America as its Pacific Division Engineer. In 1934, he was transferred to New York as Research Supervisor of RCA. Three years later, he was made Research Director. When RCA formed a committee in 1935 to study television broadcasting, he was made Chairman, a post which he held for nine years.

X X X X X X X X X X

EARL GAMMONS, CBS V-P, WHITE HOUSE DINNER GUEST

Earl H. Gammons, Washington Vice-President of the Columbia Broadcasting System, and Mrs. Gammons, were among the guests Tuesday night, January 28th, when President and Mrs. Truman entertained at dinner for President Pro Tempore of the Senate Arthur H. Vandenberg, of Michigan.

Each year a dinner is given at the White House for the Vice President. In the absence of a Vice President this year, the

dinner honored the temporary president of the Senate, the office usually filled by the Vice-President.

The President and Mrs. Truman received in the East Room, and shortly after 8 o'clock the President led the assemblage into the State Dining Room. Those present included Senate Republican leader Wallace White, Jr., of Maine, and Mrs. White.

X X X X X X X X X

CONFERENCE ON AM BROADCAST STANDARDS CHANGES JAN. 30

A number of engineers have submitted comments to the Commission in respect to the proposed changes in the Standards of Good Engineering Practice Concerning Standard Broadcast Stations referred to in public notices of the FCC December 27, 1946 and Jan. 17, 1947, the FCC advises and states further:

"In view of the fact that the temporary expediting procedure for standard broadcast applications referred to in the notice dated January 8, 1947, contemplates Commission action on Standard Broadcast applications on the basis of the revised Standards, it becomes necessary for the Commission to reach a definite decision regarding these changes before February 7th. In the interest of resolving the differences of opinion that have become apparent from comments submitted, a further conference and discussion among engineers appears advisable and the need for haste, as explained above, is responsible for the short notice which must be given.

"The conference will convene at 10 A.M. in Room 2232 of the Commission's offices on January 30th, and all engineers interested in applications on file with the Commission are urged to attend and to be prepared to offer constructive criticisms of the proposed changes. It may be possible, if the engineering profession is adequately represented, to reach a general agreement on the form of the revisions and to avoid further delay in adoption of the Standards that would be occasioned by oral argument before the Commission and/or further legal proceedings."

X X X X X X X X X

EX-ARMY CAPTAIN, EDWARD SARNOFF, SON OF RCA HEAD, MARRIES

Miss Jean Brown, daughter of Mr. and Mrs. David Brown, was married to Edward Sarnoff, son of Brig. Gen. and Mrs. David Sarnoff of New York, Sunday afternoon, January 26th, in the home of her parents in Scarsdale, N.Y. by the Rev. Dr. Jonah B. Wise.

Mrs. Sarnoff was graduated from the Ethical Culture, Fieldston and Katharine Gibbs Schools. Her husband, an alumnus of Phillips Academy in Andover, Mass. and Brown University, did postgraduate work at the Massachusetts Institute of Technology and Harvard University.

During the war he served in the Pacific with the Army Signal Corps, reaching the rank of Captain. Late in the conflict, he was stationed at Gen. Douglas MacArthur's headquarters in the Philippines and in Japan. Since his release from the Army, he has been with the Technical Department of the American Broadcasting Company.

After a wedding trip to Florida, the couple will make their home in Hartford, Conn.

X X X X X X X X X

SCISSORS AND PASTE

Calls Truman's Attention to Failure to Appoint More Women
(Drew Pearson)

President Truman's failure to appoint more women to high office was tactfully laid before the President by a group of ladies the other day.

Mrs. LaFelle Dickinson, President of the General Federation of Women's Clubs, headed the delegation and told Truman quite frankly that women generally were disturbed because he hadn't appointed as many women to Government jobs as Roosevelt had.* * * *

Mrs. Dickinson strongly urged the appointment of a woman to the existing vacancy on the Federal Communications Commission, but didn't suggest any names. The women's club leader pointed out women make up the overwhelming majority of daytime radio listeners yet had no representation whatsoever on the FCC. (Some of the women present favor Marion Martin, former women's director of the Republican National Committee, for the FCC vacancy; others are backing former Congresswoman Chase Going Woodhouse of Connecticut.)

- - - - - - - - - - -

Radio, Press, Accused Of Being Used In Smear Campaigns

(From the "Smear Terror" in the "Chicago Tribune" by John T. Flynn. This series of articles has been reprinted in pamphlet form and may be had from Mr. Flynn at 15 East 40th St., New York City, for 25 cents a copy. According to the author "private gestapos have been formed in this country to terrorize citizens who differ with the objectives of the operators. They feed out carefully guarded smears through radio and press to destroy the representatives of loyal Americans as traitors and fascists."

The American people are entitled to protection against the use of the radio for the abuse of private citizens. The radio has been one of the chief instruments of these gestapos for spreading their smears, often through recently arrived refugees steaming with the hatreds of the feuds from which they have fled in Europe, while the defamed citizen has no means of defense.

- - - - - - - - - -

Questions Supreme Court WOKO Decision Interpretation

(A letter to the "Washington Post" from a reader, Bryce Rea, Jr., of Falls Church, Va.)

As a lawyer, I should like to take issue with your statement that it follows from the Supreme Court's decision in the WOKO case that the FCC has authority "to refuse a license renewal on the basis of inadequate program performance". In the WOKO case the Supreme Court said no more than that the commission of the crime of making false statements under oath was justification for the Commission to refuse a broadcast license.

There is no parallel between what amounts to perjury and the failure to live up to what you call "promises" with respect to program performance. Neither the Commission nor any applicant considers statements as to proposed program service as any more than estimates or ideas or tentative plans made on the basis of preliminary studies at a particular time, and therefore subject to such change as practical day to day experience makes necessary or desirable. Furthermore, there can be no such thing as a "systematic course of deception" in programming. This is obvious from a glance at the reports which every station is required to file with the FCC regularly and which set forth in complete detail the typical program policy of every station.

"You make the statement that "if the FCC were to tell broadcasters in advance what programs they must present, that would be censorship indeed." It occurs to me that the exaction of such "promises" by the Commission as a requisite for a license is indeed telling broadcasters in advance what programs they must present, and is therefore the very censorship which the Communications Act specifically forbids. I wonder what your reaction to such demands as to program performance will be when you apply for a license to broadcast your paper by facsimile. For instance, will you consider it proper for the FCC to forbid you to editorialize? This example is not far-fetched, for as you no doubt know, standard stations are now forbidden to editorialize and Chairman Denny has stated that the same rule applies to facsimile.

- - - - - - - - - -

"Voice of America" Claims 100,000,000 Potential Listeners
("Parade")

Very few people know there is a fifth (radio network). There is. But in spite of the fact that it has the most inclusive name of any network on the air, that it has some 100,000,000 potential listeners, and that it broadcasts some 5,000 programs a month on a 24-hour-a-day schedule, it has almost no listeners from Tallahassee to Seattle, and its programs would get a Hooper rating of zero minus in Des Moines or South Philadelphia.

The reason is this. The fifth network is the "Voice of America", which, in English and 23 other languages, speaks America's mind to the peoples of Latin America, Europe, Asia, Africa, and the wide Southwest Pacific.

The "Voice of America" is not supported by the sale of time. Its sole sponsor is the U. S. Department of State, and its function is to let the dial-twisting peoples of all other countries know what most Americans are thinking and doing, and what their government, also, is thinking and doing.

To discharge this somewhat sober mission, the "Voice of America" devotes much of its time to talking about the day's events in straight news broadcasts and in commentaries on the news.

In addition it broadcasts forum discussion on American and world problems, and reports on cultural and artistic advances here; and from time to time offers play-backs of commercial network shows. The latter, at least, let listeners know what Americans think is funny or diverting.

X X X X X X X X X

TRADE NOTES

To be introduced by James D. Shouse, President of the Crosley Broadcasting Corporation, Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, will be the principal speaker of the Cincinnati Technical and Scientific Societies Tuesday, February 11th. Mayor James Garfield Stewart of Cincinnati will welcome General Sarnoff at a dinner preceding the address to the technical societies.

Perhaps the highest municipal radio police radio antenna in the world is that of Philadelphia which is in the hat of the statue of William Penn atop of City Hall, 591 feet above the street level. This is higher than the Washington Monument.

This antenna is part of the city's new $165,000 radio-telephone system for police patrol cars and will make it possible for a radio dispatcher to converse simultaneously with any number of the 300 cars to be equipped with the system.

An end to priorities on Federal jobs for World War II veterans within five to ten years was urged in talks last week before the Society for Personnel Administration in Washington.

Senator Harry P. Cain (R.,Wash.) deplored the policy after World War I whereby veterans "got priority rights that extended in perpetuity."

Amvets Commander Ray Sawyer, on extended leave as a counsel for the FCC, favored "cancellation of the present system of five points preference on civil service exams for veterans and 10 points for disabled veterans".

Sawyer decried the system "as placing a premium on incompetence" and wanted to substitute a "five-year guarantee that any veteran who passes qualifying examinations will have first chance at job openings."

Because of the interest created by the announcement of RCA's first coin-operated radio set, a special press demonstration of this instrument has been arranged to take place at the Coin Machine Operators Convention in Chicago Monday, February 3, at 10:00 A.M. in the Hotel Sherman.

Charles O'Neil Weisser, formerly Sales Promotion Manager, has been promoted to Sales Manager of Emerson Radio and Phonograph Corporation. He joined the company in 1936 as Western Divisional Manager with headquarters in Los Angeles.

The planning and organizing of the national distribution of Bendix Radio Division of Bendix Aviation Corporation was discussed before the Marketing Conference of the Advertising Club of Baltimore by J. T. Dalton, Manager of Distribution.

What is believed to be a new record for long tube life was recently reported in a letter to the RCA Tube Department from Roland W. Richardt, Chief Engineer of the Northern Broadcasting Company's station WSAU in Wausau, Wisconsin.

Installed more than 10 years ago, a pair of RCA-872 half-wave mercury-vapor rectifiers, working 16 to 18 hours daily in the station's transmitter, are still performing satisfactorily and show no sign of weakening. Total time in service is already well past the 55,000 mark.

Dr. Lee de Forest, who invented the audion tube on which the radio and motion-picture industries and much of modern electronics have been built, received the Edison Medal of the American Institute of Electrical Engineers last night (Jan. 28) in New York, one day before the fortieth anniversary of the granting of the invention's patent.

Dr. De Forest, who developed his revolutionary tube at Armour Institute as a young man, now is back in Chicago directing veterans in training at American Television, Inc. He is 73 years old.

New rules and regulations have been sent by the Broadcast Measurement Bureau to subscribing stations pertaining to BMB station audience data by subscribers. The new rules permit presentation of the data in three forms, shown in a folder containing the rules. The preamble to the rules states that "BMB subscribers may publish their official BMB reports in detail which preserves the completeness and meaning of the original reports." The presentations emphasize (1) clearly and prominently defined maps; (2) tables which support the maps and which present the BMB data as conspicuously as any other information, such as market data, and (3) a prominent offer of the complete BMB audience reprint.

At the time of the FM Association meeting in Washington, page ads appeared in the newspapers which read, in part, as follows:

"Regardless of any and all atmospheric conditions, it's always Clear Listening with FM (Frequency Modulation)"

"FM gives an Amazing Performance: No static...no fading... not affected by lightning or any other atmospheric conditions...no interference by other stations...no variation in signal strength day and night."

"FM Gives You Perfect Reception: The worst thunderstorms do not affect the broadcast. There's no crackling, popping and buzzing of electrical interference from street cars, elevators, electric shavers, vacuum cleaners, transformers and many other electrical devices."

"Ask for FM Demonstration. Your favorite radio dealer will demonstrate FM to you today."

"This advertisement is sponsored, in the public interest, by the following Metropolitan Washington radio broadcasting stations who now are, or soon will be, on the air with FM - WINX-FM; WGAY-FM; WWDC-FM; WCFM-FM; WHMB-FM; WQQW - FM; WASH-FM."

X X X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
FEB 11
U. S. DEPO

INDEX TO ISSUE OF FEBRUARY 5, 1947

Phila. Record-WCAU Sale Rouses U.S. To Probe Press Strikes.....1

Paine, of ASCAP, Now Chevalier In French Legion Of Honor.....2

Finds External FM Antennas Best; Campaign Promotes Use.....3
Radio Engineers To Discuss Technical Phases Of Color TV.....3

WAA To Cut Red Tape In Electronic Surpluses Disposal.....4

Pres. Truman Takes Night Off For Radio Scribes' Dinner.....5

FCC Turns Down Request To Label Standard Broadcast "AM".....6

WGBS, Miami, Also To Join CBS; Maybe WAGA, Atlanta, Later.....7
Mark Woods Elected To Metropolitan Opera Board.....7

Price Again Points To Radio, Press, Film Censorship Danger.....8
Poles Rebuke British Radio.....8

Court Rules Taxi Passenger May Choose Own Program.....9
United Kingdom Receiving Tube And Set Imports.....9

Transmitting Equipment Sales Rise In Third Quarter Of 1946.....10
Fada Radio Buys Factory.....10

Gallup Charges Radio With Fudging Listening Figures.....11
Senate Clears Erickson Of Sen. Wheeler's Book Charge.....11

Norway's Powerful Short-Wave Transmitter Nears Completion.....12
Foreign Rights On Harry Butcher's Eisenhower Book At Issue.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1761

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

February 5, 1947

PHILA. RECORD-WCAU SALE ROUSES U.S. TO PROBE PRESS STRIKES

Reverberations of David Stern selling the three month strike-bound Philadelphia Record, the Camden Post and Evening Courier and WCAU, 50,000 watt broadcasting station to Robert McClean, of the Philadelphia Bulletin, quickly reached Washington with the result that the Government will not only look into this unprecedented labor crisis but will investigate other strikes which caused newspapers to close down, including the Kansas City Star, the Los Angeles Herald, and the Gannett papers in Rochester, N.Y.

Representative J. Fred Hartley, Jr. (R), of New Jersey, Chairman of the House Labor Committee saying that "the recent epidemic of strikes by the CIO Guild had presented an unexpected crisis" was the first to get into action on Capitol Hill. He said that leading newspaper publishers and representatives of the American Newspaper Guild had been invited to explain to the Committee the differences between the Guild and the publishers.

Representative Hartley said the decision to hear details of the controversy grew out of the sale of the Philadelphia Record, Broadcasting Station WCAU, and the two Camden, N.J. papers following a long dispute with the Guild.

"This development not only terminates the strike which began on November 7, 1946, against the Philadelphia Record, but apparently throws out of employment 600 members of the Guild and 800 other employees," Representative Hartley said.

Invited to testify, Representative Hartley said, are J. David Stern, former publisher of the Record; Roy Roberts, Managing Editor of the Kansas City Star, "and other leading publishers" in addition to representatives of the Guild.

Almost at the same time that Representative Hartley acted, Attorney General Tom Clark sent telegrams to Messrs. Stern and McLean inviting them to come to Washington. This was construed to mean that the Justice Department wanted to determine whether the Stern-McLean deal is in conflict with the Federal Anti-Trust Laws, as the suspension of the Record leaves Philadelphia, a city of 2,000,000 population with only one morning newspaper.

Still a third Government agency automatically enters the situation as the Federal Communications Commission must pass on the sale of WCAU to the Bulletin and the disposal of the Bulletin's Station WPEN which it must sell if it takes on the more powerful WCAU to comply with the FCC rule prohibiting more than one station in the same area to be operated by the same owner.

Mr. McLean said reassuringly to WCAU employees who were not on strike: "The operation of radio station WCAU is not affected by the sale. It will continue to render service under the

direction of the present management which is in full control of the station."

It is too early to appraise final results but apparently the strikers have met with one of the most stunning defeats in the history of organized labor. How much Mr. Stern may have lost as a result of the clash is not known but it is certain that Mr. McLean, who is also President of the Associated Press, in addition to securing a much desired Sunday morning Philadelphia newspaper franchise, is the biggest winner in having acquired WCAU, one of the most valuable radio properties in the East. It is a clear channel station operating on 1210 kc with ten times the power of WPEN, the Bulletin's station.

It can be assumed that the Bulletin is probably much more satisfied to get Station WCAU than perhaps the Record and the other Camden papers inasmuch as it had tried to secure WCAU at the time Mr. Stern purchased it

Mr. Stern is reported to have sold his newspapers and the broadcasting station at from $10,000,000 to $13,000,000. This could well be as last Fall he paid Dr. Leon Levy, brother-in-law of William S. Paley, Chairman of the Columbia Broadcasting System, and Dr. Levy's brother Ike, $6,000,000 for WCAU alone. Philadelphia has nine standard broadcast stations but only two of them - WCAU and KYW, owned by Westinghouse,- have the maximum 50 KW power. The nearest to that is WIBG with 10,000 watts and two other 5,000 watt stations.

WPEN was acquired by the Philadelphia Bulletin from Arde Bulova in 1945 for $620,000. It operates on 950 kcs. with 5,000 watts but has no network affiliation. Here again the Bulletin is the gainer in acquiring WCAU which is an old splendidly established CBS outlet and it more or less puts the Bulletin in the big time.

X X X X X X X X X

PAINE, OF ASCAP, NOW CHEVALIER IN FRENCH LEGION OF HONOR

John G. Paine, General Manager of the American Society of Composers, Authors and Publishers (ASCAP) was made Chevalier of the National Order of the Legion of Honor. The Award was bestowed by M. Henri Bonnet, French Consul at the Office of the French Cultural Attache, in New York.

This is the second time that Mr. Paine has been decorated by the French Government for his work in the field of international copyright; in 1939 he was elected an Officier d'Academie.

X X X X X X X X X X

FINDS EXTERNAL FM ANTENNAS BEST; CAMPAIGN PROMOTES USE

Feeling that an antenna is a very important adjunct of an FM radio set, William R. Hutchins, Manager of WFMR, New Bedford, has been carrying on a campaign designed to promote the general use of external antennas.

"The FM Question Box", a daily question-and-answer column in The New Bedford Standard-Times frequently plugs the desirability of external antennas for obtaining the best FM reception. Instruction sheets for making a folded-dipole antenna are offered to readers and listeners and copies of these instructions have been sent to almost 200 radio dealers in WFMR's coverage area.

WFMR has found that built-in antennas do not always give satisfactory reception even in areas of 10,000 microvolt signal strengths, and believes that only through general adoption of higher external antennas can FM gain the faithful audience it deserves. For this reason the cheapest effective antenna is being recommended to dealers and purchasers.

X X X X X X X X X X X

RADIO ENGINEERS TO DISCUSS TECHNICAL PHASES OF COLOR TV

Color television will also come into the technical discussions of the Spring Meeting of the Radio Manufacturers' Association's Engineering Department to be held at Syracuse, N.Y. April 28-30, when J. P. Wilmer of the Columbia Broadcasting System will describe "Color Television Transmitters Design in the UHF", and C. E. Hallmark, of the Farnsworth Television & Radio Corporation, Fort Wayne, "Television Studio Control Including Camera Dolly Considerations".

The program also includes the following papers:

"Absolute vs. Industrial Standardization" by C. H. Crawford, General Electric Company; "Characteristics and Circuit Applications of a New Low-Power Tetrode" by H. C. M. Longacre, Sylvania Electric Products, Inc.; "Design Consideration in an Automatic Gain Control and Limiting Amplifier" by William Jurek, Langevin Company; "Frequency Modulated Link" by E. Ostlund, Federal Telecommunications Laboratories; "Design Considerations for Commercial Radar Equipment" by Coleman London, Westinghouse Electric Corp.; and "Navigational Computers" by A. C. Omberg, of Bendix Aviation Corp.

Dr. W. R. G. Baker, Director of the RMA Engineering Department, and Vice President of the General Electric Co., Schenectady, N.Y., will be toastmaster at the dinner on Tuesday evening, April 29th. Fred R. Lack, RMA Director and Vice President of Western Electric Co., N.Y., will speak on "Thirty Years in Transmitter Design" at the dinner.

X X X X X X X X X X X

WAA TO CUT RED TAPE IN ELECTRONIC SURPLUSES DISPOSAL

War Assets Administration officials, in a conference with Radio Manufacturers' Association representatives, gave assurances of early and large volume releases of electronic surpluses to manufacturer-agents. Disclosing new administrative procedure designed to cut red tape, it was stated that early in February there should be substantial releases of surplus electronics, both components and equipment to manufacturer-agents and that by March there should be large quantities increasingly available.

Deputy Administrator Carey, Col. George H. Moriarity, now in charge of both WAA Aircraft and Electronics, and his successor, H. C. Thomas, new chief of the Electronics Division, participated in the conference last week with Chairman M. F. Balcom of the RMA Surplus Disposal Committee, and Bond Geddes, RMA Executive Vice-President.

The procedure first to be instituted at the Philadelphia warehouses, provides for calling in manufacturer-agents to select surplus directly. Warehouse release, for shipments within ten days, also is being arranged under the new administrative arrangements to reduce records and paper work which have heretofore hampered electronic disposal.

The warehouse selection program by agents will be adopted soon at Camp Holabird, Baltimore; Akron and Decatur, Ill., for the Chicago district agents. Agents will similarly be authorized to select surplus from the inventories of manufacturers whose WAA agency contracts have been cancelled.

RMA representatives told WAA officials that the entire electronics disposal program had been bogged down for practically seven months and that a declining market for such surpluses was indicated for 1947, including reduced prices as well as a contracting market, with increased private manufacture of electronic components in prospect in competition with war surpluses. Possibility of injury to the industry, with reduced employment, was among the RMA representations to WAA. It was emphasized that for months there has only been a "trickle" of electronics surpluses available to the manufacturer-agents.

WAA officials, however, stated that they were sure that the February volume of available surpluses would be substantial and that heavy receipts by manufacturer-agents would begin in March.

X X X X X X X X X X X X

Walter H. Annenberg, editor and publisher of the Philadelphia Inquirer, has given $35,000 to Temple University for establishment of a new school of radio.

X X X X X X X X X X X X

PRES. TRUMAN TAKES NIGHT OFF FOR RADIO SCRIBES' DINNER

President Truman last Saturday night attended the fourth annual dinner of the Radio Correspondents' Association at the Statler Hotel, and thanked the broadcasters for permitting him to "play hookey" from his official cares.

Flanked by members of his Cabinet, the Supreme Court and military leaders, the President took a night off from reading reports "stacked up to there" and enjoyed himself at the antics of Abbott and Costello, Tom Howard and his "It Pays to Be Ignorant" troupe, radio comedian Henry Morgan, and Paul Whieman's orchestra.

In a room jam-packed with Congressmen, Howard quipped:

"Why, that boy's I.Q. was so low he was voted the most likely to become a Congressman."

President Truman led the laughter that followed.

Entertainment was furnished by the four major networks - American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System, and National Broadcasting Company. So many celebrities were present that there wasn't room for all of them at the head table, including such people as former Governor Harold E. Stassen, of Minnesota; Senator Harry F. Byrd (D), of Virginia, and Carroll Reece, Chairman of the Republican National Committee.

Among those at the head table with the President were Chief Justice Fred M. Vinson, Gen. Dwight D. Eisenhower, Admiral William D. Leahy, members of the Supreme Court and Cabinet, and some of the Nation's top radio executives and broadcasters, including:

Representative Lea (D), of California, Ranking Minority Member, House Interstate Commerce Committee; Representative Wolverton (R), N.J., Chairman, House Interstate Commerce Committee; Mark Woods, President, American Broadcasting Company; Edgar Kobak, President, Mutual Broadcasting System; Senator Wallace White (R), Maine, Senate Majority Leader; Niles Trammell, President, National Broadcasting Company, Charles R. Denny, Jr., Chairman, Federal Communications Commission; Justin Miller, President, National Association of Broadcasters; Edward Noble, Chairman of the Board, Mutual Broadcasting System; Frank Stanton, President, Columbia Broadcasting System; Joseph Ream Vice-President, Columbia Broadcasting System; Leonard Reinsch, Radio advisor to President Truman; Charter Heslep, Washington representative of Mutual Broadcasting System and Chairman of the Dinner Committee and Alfred McCosker, Chairman, Mutual Broadcasting System, and Paul Whiteman.

Additional higher-ups from the radio industry attending the dinner were:

Earl E. Anderson, Vice-President, MBS; E. M. Antrim, MBS; Bill Bailey, Secretary, FM Association; Charles C. Barry, Program Department, MBS; Kenneth H. Berkeley, Manager, WMAL; Carl Burkland,

General Manager, WTOP; Phillips Carlin, Vice-President, MBS; Homer Capehart, Senator form Indiana; H. K. Carpenter, WHK, Cleveland; Martin Codel, Publisher, FM Magazine; R. C. Cosgrove, President, Radio Manufacturers' Association; George Crandall, Press Representative, Columbia Broadcasting System, New York City; FCC Commissioner Clifford J. Durr; E. H. Gammons, Vice-President, CBS; Carl Gebuhr, WTOP; George Gillingham, Press Representative, Federal Communications Commission; Benedict Gimbel, Jr., WIP, Philadelphia; F. P. Guthrie, Assistant Vice-President, RCA Communications.

Also, Robert H. Hinckley, Vice-President, MBS; Roy Hofheinz, President, FM Association; FCC Commissioner Rosel Hyde; FCC Commissioner E. K. Jett; Merle S. Jones, General Manager WOL; H. V. Kaltenborn, Radio commentator; Sen. William F. Knowland, California; Fulton Lewis, Jr., Radio Commentator; Robert M. Menaugh, Supt. House Radio Gallery; Clarence Menser, Vice-President, NBC; Maurice Mitchell, WTOP; J. R. Poppele, WOR, New York; C. Nicholas Priaulx, Vice-President, MBS; Bryson Rash, WMAL; Sen. Clyde M. Reed and Frank Russell, Vice-President, NBC, Washington.

Also, Frank P. Schreiber, General Manager, WGN, Chicago; Oswald Schuette, RCA; John Shepard, 3rd, Yankee Network; James Shouse, Pres., Crosley Broadcasting Co., Cincinnati; Carleton D. Smith, General Manager, NBC, Washington; Theodore Streibert, MBS; Robert Swezey, MBS; Senator Robert A. Taft, Republican Senate Leader; Sol Taishoff, Publisher, Broadcasting; Senator Charles W. Tobey; FCC Commissioner Roy C. Wakefield; FCC Commissioner Paul Walker; Lewis Allen Weiss, Vice-President, Don Lee Network, Hollywood; Senator (Former) Burton K. Wheeler; Frank White, Vice-President, CBS and A. D. Willard, Jr., General Manager, NAB.

X X X X X X X X X X

FCC TURNS DOWN REQUEST TO LABEL STANDARD BROADCAST "AM"

As had been expected, the Federal Communications Commission failed to comply with the request of Roy Hofheinz, President of the newly formed Frequency Modulation (FM) Association that the Commission delete all references in its rules and forms to "standard" broadcasting and substitute the term "AM". Judge Hofheinz, in his first important official move since becoming president, said that it was misleading to refer to "an inferior service as a standard service".

The FCC communique read:

"The Commission, under date of January 28, advises that, because of many administrative problems involved, it is unable at this time to comply with Mr. Hofheinz's request for deletion from existing rules of all reference to 'standard broadcast' station and substitution of the words "amplitude modulation" or 'AM'."

X X X X X X X X X X

WGBS, MIAMI, ALSO TO JOIN CBS; MAYBE WAGA, ATLANTA, LATER

WGBS, 10,000-watt Fort Industry Company station in Miami, Fla., will join the Columbia network June 15th, the same day WWVA, Fort Industry's 50,000-watter in Wheeling, W. Va., rejoins CBS.

WGBS, which operates on 710 kilocycles, 10,000 watts unlimited time, will replace WQAM as the Columbia station in Miami. Stanton P. Kettler is General Manager of WGBS.

Pending before the FCC is a WGBS application for a power increase to 50,000 watts daytime and 10,000 night, installation of all new equipment, and a change of location to the Hialeah section, Miami.

As announced last December, WWVA will replace WKWK, which operates with 250 watts, as the CBS station in Wheeling. WWVA became a CBS affiliate in 1931, switched to ABC in 1941, and had its original power of 5,000 watts increased to 50,000 in October, 1942, with a frequency of 1170 kc.

WGBS and WWVA are now affiliated with ABC. It is reported that WAGA, Atlanta, another Fort Industry station, may likewise affiliate with CBS when the present contract of WGST, Atlanta, CBS outlet, expires one year hence.

X X X X X X X X X X

MARK WOODS ELECTED TO METROPOLITAN OPERA BOARD

Mark Woods, President of the American Broadcasting Company, over the facilities of which the performances of the Metropolitan Opera are broadcast each Saturday afternoon during the season, has been elected a member of the Board of Directors of the Metropolitan Opera Association.

"I feel that my election to the Board of Directors of the Association", Mr. Woods said, "is a recognition of and a tribute to the vast unseen audience which, throughout the years, has been able to enjoy the best in operatic performances through the magic of radio. In my new relationship with the Opera, I shall strive at all times to consider myself a representative of this large group of opera and music lovers."

The opera performances have been broadcast since December 25, 1931, and since 1939, have been an exclusive feature of the American Broadcasting Company.

Mr. Woods follows in the footsteps of David Sarnoff, President of the Radio Corporation of America, who has been on the Metropolitan Board for a number of years.

X X X X X X X X X X

PRICE AGAIN POINTS TO RADIO, PRESS, FILM CENSORSHIP DANGER

Once more raising his voice against the possibility of Government censorship, Byron Price, who served as wartime censor cautioned the radio, press and film people to be on guard. Mr. Price, now a top executive of the Motion Picture Association of America, speaking to the Harvard Clubs of Southern California, declared that both at home and internationally there aretoday many restraints, and threats of more restrains, upon all the great media of communication. "In our own land of liberty", he declared, "motion pictures are censored regularly in seven States, radio broadcasters are resisting Government control of programs, and as lately as the NRA days attempts have been made to license newspapers".

Pointing out that the laws against political subversion, libel, slander, blasphemy and pornography can be invoked against any radio station, newspaper or motion picture company which outrages the moral standards of civilized society, Mr. Price said it is "a quite different and un-American approach" when governing bodies set up censor boards, requiring prior approval and issuing licenses.

"These alien outcroppings could spring from only one cause", he continued. "They arise from a fear by public officials and perhaps by a section of the people that publishers, broadcasters, and motion picture producers are incapable of conducting their affairs without damage to the public interest. The situation translates itself into a distrust of the leadership of private enterprise in these particular fields. That distrust lies controller of communications equipment.... behind motion of picture censorship, behind the present restrictions on radio, behind the recurring attacks on the press. . . . Even a few bombastic individuals associated with the press are smugly unconcerned with the censorship troubles of screen and radio."

X X X X X X X X X X

POLES REBUKE BRITISH RADIO

The Polish Government denounced the British Broadcasting Corporation's broadcasts as an incitement to murder in Poland. Gen. Wiktor Grosz, foreign office spokesman, said:

"Our Government cannot but consider that the Polish-language broadcasts coming from London - their whole tone of hatred and provocation - have something to do with inciting people in this country to murder one another.

"We consider that the authors of these broadcasts share responsibility for part of the bloodshed in Poland."

X X X X X X X X X X

COURT RULES TAXI PASSENGER MAY CHOOSE OWN PROGRAM

Believed to be one of the first cases of its kind, Judge Nathan Marigold in the Municipal Court of Washington, D. C. ruled that a taxicab passenger is entitled to a choice of his own radio program - or no program at all - but that the passenger is not justified in assaulting the taxicab driver.

Judge Marigold made these decisions in a case in which Fred M. Armstead, 24, 3606 Rock Creek Church Road, N.W., and Walter Lee Taylor, 24, 1522 O Street, N.W., were accused of assaulting Ben Jacobs, 244 - 12th St., S.E. Armstead was fined $10, and Taylor was found not guilty.

Jacobs, the cab driver, said he liked hill-billy music and when the men asked him to turn it off, he told them to get another cab. Then the fighting began.

"It is true a hacker must not run the radio for his own amusement at the expense of the passengers", the Judge ruled, "and he must not put the passengers off because they object to his taste in music, hillbilly or otherwise. But just because the passengers became annoyed with the music on the radio, they shouldn't enforce their right to peace and quiet by beating up the driver."

X X X X X X X X X X

UNITED KINGDOM RECEIVING TUBE AND SET IMPORTS

Licenses to import United States radio receiving tubes into Great Britain have been procured from the British Board of Trade by 34 importers. The Federation of Anglo-American Importers, which obtained these licenses, estimates that the total quantity of tubes imported will amount to approximately 100,000 valued at about $35,000.

The Federation is negotiating with the Board of Trade for the importation into the United Kingdom of radio sets. United States firms, if interested, should inform the Commodities Branch, Office of International Trade, Department of Commerce, so that an effort may be made to have radios placed on the British Token Import Plan list.

The Federation also reports that there is a great shortage of cathode-ray tubes and better-quality television sets in Great Britain.

X X X X X X X X X X

Merrill, Lynch, Pierce, Fenner and Beane, members of the New York Stock Exchange, will sponsor the first commercial television program as part of the exchange's campaign of public education. "Money at Work" is the title of the first showing to be made. The film will be released on February 15 over WCBS-TV at 8:30 P.M. EST.

X X X X X X X X X X

TRANSMITTING EQUIPMENT SALES RISE IN THIRD QUARTER OF 1946

Sales of broadcast transmitting equipment, including FM and television transmitters, rose sharply during the third quarter of 1 946, Radio Manufacturers' Association tabulations of reports by member-companies of the Transmitter Division disclosed last week. Other transmitting equipment sales also showed substantial increases in production over each of the first two quarters of the year.

Total transmitter equipment sales for the third quarter almost equalled the combined sales for the first and second quarter of 1 946. Out of the $1,662,933 sales, $1,159,433 was for AM equipment, $233,600 for FM equipment, and $269,900 for television transmitters. Orders received aggregated $7,533,855 for the third quarter and $15,227,173 for the year through the third quarter.

Studio equipment sales for the third quarter amounted to $514,217 for the third quarter, while antenna and miscellaneous equipment brought the total sales of all transmitter equipment to $2,265,565 for the third quarter and $3,627,627 for the three quarters. Exports of transmitting equipment added $624,512 for the quarter and $1,021,023 for the year.

General communications equipment sales totalled $655,392 for the third quarter and $1,483,410 for the year to date. Airborne communications equipment sales during the third quarter amounted to $708,266 to scheduled carriers and $512,731 to non-scheduled carriers. Ground equipment sales to scheduled carriers amounted to $21,949.

Government business accounted for a total of $33,645,531 for the third quarter and $79,467,892 for the year for all classes of transmitting and associated equipment.

First reports since the war on transmitting tube sales disclosed sales of $2,639,533 in power tubes and $700,554 in cathode ray tubes to make $6,518,717 in power tubes and $1,487,077 for cathode ray tubes for the three quarters. Quartz crystal sales for the third quarter were $247,728.

X X X X X X X X X X

FADA RADIO BUYS FACTORY

A former war plant in Belleville, N. J. has been sold to the Fada Radio and Electric Corporation for $868,353, it has been announced by Robert W. Allen, District Director of the War Assets Administration. The sale included a one-story building, $8,353 worth of machinery and a parking area.

X X X X X X X X X X

GALLUP CHARGES RADIO WITH FUDGING LISTENING FIGURES

Flat assertion that radio people are "fudging" in presenting circulation figures was made by George M. Gallup, Opinion Research, Inc., in an interview with an Editor & Publisher representative in San Francisco last week.

"There is nothing in radio to compare with the ABC statement", Dr. Gallup said at Young & Rubicam advertising agency offices here. He is now on a coast trip.

"Newspapers do a more thorough job in providing circulation figures, and give advertisers a much better opportunity to weigh coverage.

"The potential radio coverage is not known. We want that average. The radio industry is in its infancy in research. Radio people are fudging. What we wish to know is the average opportunity to reach people on any one day."

Newspapers give this information in the ABC records, Dr. Gallup said. Radio measurement gives, instead of the average daily circulation provided by ABC, the total number of different persons who were reached during a wekk, he explained.

"There is still no adequate national radio service. After 17 years, we do not know what the whole industry has. There are no basic facts", Dr. Gallup said. "How many listened last night? How many listened last month?

He described Hooper Ratings and the Nielsen system as the "most used radio survey systems, but neither covers the entire country."

X X X X X X X X X X

SENATE CLEARS ERICKSON OF SEN. WHEELER'S BOOK CHARGE

The Senate Campaign Investigating Committee has reported to the Senate that it found no evidence linking Leif Erickson of Montana to the publication of a book called "The Plot Against America".

Mr. Erickson defeated former Senator Burton K. Wheeler in last year's Democratic Senatorial primary in Montana, and subsequently was defeated himself for the Senate seat by Senator Ecton, Republican, of Montana. An investigation of the publication of the book was requested by Mr. Wheeler last June.

In its report the Committee condemned the book as "one of the vilest, most contemptible, and obscene pieces of so-called literature ever to be published concerning a man in public office in the United States. The Committee said the book was published by J. E. Kennedy of Missoula, Mont., operating as John E. Kennedy, publishers, Missoula, and that it was written by David George Plotkin of New York, under the pen name of David George Kin.

X X X X X X X X X X

NORWAY'S POWERFUL SHORT-WAVE TRANSMITTER NEARS COMPLETION

Oslo reports that the new Norwegian short-wave transmitter now under construction near Frederikstad may begin operations by June of 1947. The new station will have a power of 100,000 watts, approximately the same strength as the most powerful British transmitter, and is expected to be heard at any point on the globe.

Expressly noted is the fact that the new Fredrikstad transmitter will carry to Antarctica where the Norwegian whaling fleet will be operating and will reach Norwegian ships the world over. Plans for installing loud-speakers in the mess rooms aboard Norwegian vessels are now under consideration, and programs of special interest to Norwegian merchant seamen are being planned.

The new transmitter will represent a total cost of 1,400,000 Norwegian crowns.

X X X X X X X X X X

FOREIGN RIGHTS ON HARRY BUTCHER'S EISENHOWER BOOK AT ISSUE

An echo of the wartime experiences of Gen. Dwight D. Eisenhower was heard last week in the Paris courts, where several European publishing houses fought for the rights to edit Capt. Harry C. Butcher's book, "Three Years With Eisenhower".

A French publishing firm, according to a radiogram to the New York Times, had practically completed printing of the book when police seized the entire edition. They acted on the complaint of a Swiss publisher who claimed to hold all the European rights. The French firm filed suit to get its material released, and when the case came up for trial representatives of several other publishing houses appeared to assert their claims to the rights of publication.

Captain Butcher's book, which treats in detail the facts relating to the death of Admiral Jean F. Darlan, Vichy France's Premier, and to the conflict between Gen. Charles de Gaulle and Gen. Henri Giraud, is considered to have a high market value in France.

The court's judgment will be rendered this week probably.

X X X X X X X X

The Government of Costa Rica is buying 3,500 radios of United States manufacture to be issued to each of the country's school teachers. The cost of the radios will be deducted from their salaries at the rate of approximately $2 a month. The teachers have received a pay increase but some still get less than $25 a month.

X X X X X X X X

SCISSORS AND PASTE

Television - Pro And Con
(Larry Wolters in "Chicago Tribune")

Dr. Lee De Forest, who 40 years ago this month invented the audion tube upon which the radio industry and electronics largely have been built, said the other day: "This year - 1947 - is certain to convince every skeptic, every scoffer, that television has arrived from around that fabled corner." If it does that 1947 will be a memorable year.. . . .

Apparently one-half of the companies interested in television a year ago have withdrawn their requests for licenses.

The controversy over whether color television is ready for commercial licensing (still pending before the Federal Communications Commission) caused numerous companies to hold off on setting up stations until this problem is settled. Others may have backed out when they learned how much it will cost to launch a television station and to continue to operate it, with little promise of any immediate returns from advertising. . . . .

Currently television is relying chiefly on sports and special events. That's been the bread and butter of television fare to date. It's a solid, but monotonous diet.

Ultimately, the studio show, with drama, music and variety will have to become the backbone of television programming. But how to get suitable plays for television? The major motion picture companies won't release their products to television. For one thing James C. Petrillo won't permit their music to be used on television. Up to now he hasn't been willing to talk about a contract for television at all. . . . .

NBC has made a deal with the Dramatists' guild, the professional play writers' organization, to produce for television plays not yet produced on Broadway. . . .

CBS is grappling with the play shortage in another way. It's doing business with authors willing to put the bare points of a play in skeleton form on a shett of paper. . . .

ABC has specialized in transposing some of its radio shows into television. . . .

Thus, some progress is being made to solve the lesser problems confronting television. The highest hurdles, however, lie ahead. The biggest question - the billion dollar question - is: "Who will pay the bill?

The problems are great, but so is the promise. Charles R. Denny, Chairman of the FCC, asserted recently: "The American people want television and they need television. . . .Its educational potential is unlimited. It will be the most powerful communication tool of them all."

- - - - - - - - - - -

McKellar Doesn't Budge Denny; Rayburn Hits At Porter
(Drew Pearson, Bell Syndicate, Inc.)

Though the FCC is sometimes accused of bending before politics, its recent brush with Tennessee solons would make it appear otherwise. Pugnacious Senator McKellar wrote one of the hottest letters of his hot career to FCC Chairman Denny, demanding a Nashville wave length for his friends. "You have made a great mistake", fumed McKellar. "Is it to late to mend? Of course, you know all about Tennessee and we know nothing. Frankly, I resent very much your action in the matter." Senator Stewart also raised Cain, but the FCC stood pat.

We The Sponsors Of Self-Praising Filibustering Senators
("Terre Haute Star")

Senator Claude Pepper wants to put the Senate on the radio. His idea is to offer the Capitol Hill variety show to the networks, on the grounds that it would improve debate. Some of his colleagues don't agree.

Senator Charles Tobey (R., N.H.), the cautious New England type, says, "There are some things that I'd hate to have the public listen to."

Senator Theodore F. Green (D., R.I.), also apparently a little suspicious of innovations, says, "The Senate would never do any work."

Well, that's the question - would debate of national issues on a national hookup bring out the statesman or the ham in these distinguished gentlemen? The only way to tell is to try. But if the Senate does get a few weeks with options, it seems to us the thing should be done properly.

First, there's sponsorship. We don't think the networks should have to pay for a sustaining program on the grounds that it's a public service. For they might run into one of those days when the Senators devote most of the session praising their home States or some other Senator or mother's cooking. And where's the public service in that?

So let's have a sponsor. And who shall it be? Who else but the Senators' electors? Tax-paying voters pay the Senate's salaries. So why not let them pay for the broadcasts, too - provided that we, the sponsors, have something to say about how the program is to be run.

There will have to be a time limit on the broadcast and a time limit for each speaker. Since every healthy, normal Senator would be glad to hold the watch on other Senators, so he could get a chance at the microphone himself, this should offer no problem. (Maybe this is even that long-sought cure for the filibuster.)

X X X X X X X X X X

TRADE NOTES

The twelfth annual report of the Federal Communications Commission will be released for publication next Sunday, February 9th.

****

Senator Capehart (R), of Indiana, and Senator Glen Taylor (D), of Idaho, former radio commentator, are members of the new Small Business Committee.

* * * * * * * * *

When President Truman views the Spring maneuvers of the Atlantic Fleet in the Caribbean aboard a battleship, he will be in constant communication with Washington through radiotelephone, radio printers of Naval Communications and straight wireless as when he participated in task force operations off the Virginia capes last Spring.

* * * * * * * * *

Sparks-Withington Company and Subsidiaries - Six months to December 31: Net profit, $376,409, equal to 40 cents a share, compared with $56,221, or 5 cents a share for 1945 period when $559,964 carry-back tax credit was included in the result.

* * * * * * * *

If the Supreme Court determines that it will hear the Lea Act-Petrillo appeal directly, rather than requiring the Government first to go to the Circuit Court of Appeals, it appears unlikely that any decision on the constitutionality of the Lea Act will be announced until April or May.

* * * * * * * *

The RCA Victor story that it will enter new markets with the introduction of a gold electro-plated and pocket size personal radio hit a publicity jackpot by being picked up by the Associated Press and carried to all parts of the country.

This receiver, the Solitaire, is only 6-3/8 x 4-5/8 inches in size. The set has a built-in loop antenna, and can be played without opening a door or lifting an antenna panel; has instantaneous program reception at the flick of a switch; simplified battery replacement, as easy as changing batteries in a flashlight; a fine-quality eliptical speaker for tonal reproduction, said a company statement.

* * * * * * * * * *

At the end of 1946, radio licenses in Finland numbered 545,366, an increase of 13,000 over those in 1945, according to the Finnish press.

* * * * * * * *

The appointment of Mrs. Florence S. B. Davis as an Assistant Vice President of the International Telephone and Telegraph Corporation was announced last week. Mrs. Davis, who has been associated with I. T. & T. for more than twenty years, has been a member of the corporation's legal department for fourteen years, more recently in the capacity of foreign law consultant. She is a member of the New York State Bar.

* * * * * * * * * *

Among the Vice-Chairmen of the Department of Commerce Business Advisory Council, elected for 1947, of which Henry Ford, 2nd is a new member, and at a meeting presided over by Secretary Harriman, was James S. Knowlson, Chairman of Stewart Warner, Chicago, and former President of the Radio Manufacturers' Association.

* * * * * * * * *

The New York Police Department now has 799 radio equipped cars in service.

* * * * * * * * *

The Fort Industry Company has applied for a permit for Channel No. 2 in Detroit. This is the second for Fort Industry, the other being granted for Station WSPD in Toledo, Ohio.

* * * * * * * * *

Because of difficulties in shipping, and the need for additional time for preparation of exhibits, its sponsors have announced that the First Radio-Electronic Exposition, heretofore as having been scheduled for December 1946-January 1947, will not open until July 15, 1947. Present plans call for the exhibition to last three weeks.

* * * * * * * * *

A 15-pound electronic device has been developed by General Electric Company engineers to snatch valuable scientific and operating information from speeding rockets before they crash to destruction. Enclosed in the instrument section of aV-2 rocket launched from the Army Ordnance Proving Ground, White Sands, N. Mex., in recent tests, the telemetering equipment transmitted 28 items of information to the ground each 1/35th of a second.

* * * * * * * *

The United States has 80% of all the radio stations in the world.

* * * * * * * * *

The introduction of a new RCA 16 mm film projector, specially designed for operation with a television camera and facilitating the use of newsreels, a wide variety of short film subjects, and film commercials for low-cost television programming, was announced by W. W. Watts, Vice-President in charge of the RCA Engineering Products Department.

The new television film projector, RCA Type 16A-TP, is an adaptation of an outstandingly successful RCA 16 mm sound motion picture projector. It has been modified to project motion pictures onto the mosaic of a pickup tube in a television camera where the varying light values of the moving pictures are translated into video signals for transmission.

* * * * * * * * * *

Ted Koop, former Assistant Director of Censorship during the war, in his recent book "Weapon of Silence", noted the beginning of a peacetime military censorship on atomic information and the willingness of supposedly free writers and editors seeking clearance in Washington for their articles. "Secrecy begets secrecy, just as censorship feeds upon itself. A nation that will control science is in a mood to control its press and radio", Koop warned.

X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
FEB 13 1947
NILES [illegible]

INDEX TO ISSUE OF FEBRUARY 12, 1947

Edison Very Nearly Invented Radio, David Sarnoff Reveals.....1

McCosker Named To Board Of American Heart Association.....2

Chains, Stations, Net 1946 Time Sales Up 7% Over 1945.....3
Philao Closes Chicago Plant As Unprofitable.....3

Editor Brewer Finds 52% Men, 56% Women Read Radio Programs.....4

M-G-M To Invade Record Field March 1; Zenith Sales Set-up.....5
Sees 500,000 TV Sets In Hands Of Public By '48.....5

Zenith Asks Court To Sustain Right To Refuse RCA License.....6
RCA Communications Elevates Gen. Thomas; Takes On Denning.....6

Freeze Deadline Brings Applications For 1099 AM Stations.....7
New BBC Chairman Is Overseas Trade Advisor.....7

FCC's Face Seems Red In Having To Make Color Decision.....8

Detrola Quarterly Sales $17,582,892; January $6,549,962.....10
School Research On Radio Gains; Newspapers Still Dominate.....10

Fulton Lewis Scrimmage With Elliot Causes Capital Buzzing.....11
Mill Begins To Grind Feb. 14 Expediting AM Applications.....11

Royal British South African Party First To Carry TV Man.....12

Scissors And Paste 13

Trade Notes.....15

No. 1762

February 12, 1947

EDISON VERY NEARLY INVENTED RADIO, DAVID SARNOFF REVEALS

Addressing the Technical and Scientific Societies in Cincinnati last night, Tuesday, February 11th, on the one hundredeth anniversary of the birth of Thomas A. Edison, at Milan, Ohio, Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said:

"So close was Edison to the invention of wireless, that in 1885 he took out a patent on 'telegraphy without wires'. He called his system 'grasshopper telegraph', but he said he was 'too busy with other things' to devote more time to complete the invention of wireless. It remained for a young man in Italy to do that. When Marconi received the first transatlantic signal in 1901, Edison remarked that he would like to meet 'the young man who had the monumental audacity to attempt and succeed in jumping an electric wave across the Atlantic.'"

General Sarnoff then told his listeners of the part Ohio played in the development of radio.

"Ohio was the first State from which a Republican National Convention was broadcast", he recalled. "That was in 1924 when Calvin Coolidge was nominated at Cleveland. The wonder of that day was that twelve States, as far west as Kansas City, were linked into a network! President Warren G. Harding, the first Chief Executive to broadcast while in office, was born in Ohio. So we see that the history of radio, in its service to the Nation and its people, is not only linked with this State through science, but also through its social and political life. All these have had an important influence on the growth of America."

Mr. Sarnoff said the Edison Centennial was an inspiration to look ahead and to survey the great forces of science which mankind now commands as a result of the pioneering of Edison. Some highlights of the Sarnoff address follow:

"Radio and radar have proved that space is not empty and we know now that it is accessible to man. He may even learn how to use the moon and the planets as radio sounding boards and reflectors, to bounce or relay broadcasts and to mirror television pictures. The moon is only 240,000 miles, or radiowise less than 2 seconds away. It looks like a good radio concession! We may find future broadcasters staking claims for Saturn, for Jupiter, or for Mars and Venus as well."

* * * * * * * * * * *

"The radar 'peep' that echoed from the moon was more than a faint signal of hope to radio scientists and astronomers. To them it was as important as the first feeble transatlantic signal to Marconi's ears when he plucked the letter 'S' from the ocean air. That flash of three dots in the Morse code told him that world-wide

radio communication was possible. Similarly, the radar signal from the moon proved that man might some day reach out to touch the planets; it revived speculation on interplanetary communication and inspired great hope for interstellar scientific exploration. With electronic computers, sensitive, photo-electric cells and infra-red eyes that see in the dark, the mystery story of the upper altitudes will become available for man to read."

* * * * * * * * * *

"The air, of course, has been ever present, but man did not learn how to use it until the turn of the century when radio and aviation were born. As a result of the vision of Marconi and the Wrights, and others who followed them, the air has become a common medium that brings nations together. By radio, Moscow and Chungking are as near to Washington as Cincinnati and New York. By airplane the great cities of the world are only hours apart."

* * * * * * * * * *

"Already we are on the threshold of individual radio communication. A motorist on the streets of New York may talk with a friend in Bombay, or with a relative on a ship somewhere on the Seven Seas. The day is coming when radio will speak man to man, and television will place them face to face in New York, London, or Shanghai. All this is the essence of one world."

X X X X X X X X X X

McCOSKER NAMED TO BOARD OF AMERICAN HEART ASSOCIATION

Alfred J. McCosker, Chairman of the Board of both WOR and the Mutual Broadcasting System, in recognition of his effort to cope with the disease which leads all others in fatalities, has been named to the National Advisory Committee of the American Heart Association. Appointments to the 23-man Committee were made under a plan allowing for the admission of non-physicians on the executive bodies of the American Heart Association. Previously, membership in the AHA was limited to leading specialists in the field.

Mr. McCosker, co-founder of the McCosker-Hershfield Cardiac Home for Indigents at Hilburn, N. Y. joined Dr. Thomas Parran, Surgeon General of the U. S. Health Service, and Dr. Howard F. West, President of the American Heart Association in an MBS broadcast from Chicago formally opening National Heart Week in a country-wide fund raising and educational campaign.

Four hundred thousand Americans will die this year of heart disease, Dr. Parran said, while cancer will claim only half as many lives and tuberculosis only one-seventh of this total.

X X X X X X X X X X

CHAINS, STATIONS, NET 1946 TIME SALES UP 7% OVER 1945

On the basis of preliminary financial reports, net time sales (after deducting commissions) of standard broadcast networks and stations during 1946 increased by seven percent over 1945, the Federal Communications Commission revealed last Monday (February 10th). Included in this comparison are the four nation-wide networks and their 10 key stations, three regional networks, and 751 individual stations. In 1945, these 751 stations accounted for 97.7 percent of the net time sales of all stations.

Net time sales reported by the four national networks and their 10 key stations (i.e., amount retained after payments to affiliated stations) was $70,008,962, or an increase of two percent over the amount reported for 1945. Reports from three out of the five regional networks indicate a 10 percent decrease in net time sales from 1945.

Preliminary financial reports submitted by the 751 stations show an increase of 9.2 percent over the amount of net time sales reported by the same stations in 1945. This increase was the result of a 4.9 percent increase in the sale of station time to networks, an 8.1 percent increase in the sale of station time to non-network advertisers and a 9.2 percent decrease in the amount of commissions paid to agencies, etc. With respect to total broadcast revenues(i.e., net time sales plus incidental broadcast revenues, such as sale of talent, etc.), an increase of 8.9 percent was indicated over 1945 for the same stations.

For the 620 stations serving as outlets for nationwide networks, an increase of 8.1 percent in net time sales was reported, while for the 131 stations not serving as such outlets an increase of 18 percent was reported in net time sales.

Stations of the various classes reported increases in net time sales during 1946 as follows: Forty-one clear channel 50 kilowatt unlimited time stations, an increase of 3.3 percent; 22 clear channel 5-20 kilowatt, unlimited time stations, 5.9 percent; 251 regional unlimited time stations, 7.7 percent; 49 regional part-time stations, 9.7 percent; 371 local unlimited time stations, 19.4 percent; 13 local day and part-time stations, 27 percent.

X X X X X X X X X X

PHILCO CLOSES CHICAGO PLANT AS UNPROFITABLE

Philco Corporation's Chicago plant has been closed down indefinitely because of inability to operate profitably, it was revealed last Saturday. The plant, which had 232 employees, has been manufacturing phonograph record changers since the end of the war.

Unofficially, it was stated that excessive union demands had prompted the decision to close down the Chicago plant.

X X X X X X X X X X

EDITOR BREWER FINDS 52% MEN, 56% WOMEN READ RADIO PROGRAMS

Deciding to check the "Continuing Study of Newspaper Reading", which the Advertising Research Foundation conducted in co-operation with the American Newspaper Publishers' Association, by making a survey of his own newspaper, the New Bedford, Mass. Standard-Times, Basil Brewer, New England publisher and broadcaster, found that 52% of the men read the Standard-Times radio programs, and news, and 56% of the women. This exceeded the Foundation study which revealed 40% for men and 51% for women.

In fact Mr. Brewer, who also operates Stations WNBH and WFMR, recently dedicated by Speaker Joe Martin in New Bedford, Mass. and WOCB in West Yarmouth, discovered that the Standard-Times exceeded the "median" of all studies to date in 23 of the 26 categories, advertising and editorial, men and women, and tied with the "median" in one of the remaining three departments.

Here are the scores of the New Bedford Standard Times compared with the "medians" (averages) of the Advertising Foundation - ANPA studies to date:

	Standard-Times Study	Median of 104 Studies
(Percentage of Men Interviewed Who Read Any)		
Editorials	45%	45%
Editorial Page	86	85
Comics	83	80
Financial News	41	29
Radio Programs or News	52	40
Society News or Pictures	57	38
Sports News or Pictures	79	76
(Percentage of Women Interviewed Who Read Any)		
Editorials	32%	29%
Editorial Page	77	80
Comics	89	78
Financial News	36	10
Radio Programs or News	56	51
Society News or Pictures	88	84
Sports News or Pictures	24	34

No other paper equaled the Standard-Times' record in comparison with the ARF-ANPA studies.

X X X X X X X X X

Another listing of lobbyists appears in the Congressional Record of February 5. Beginning on Page 863, the listing covers 13 pages. As yet no representative of a radio or communications company has been discovered among the names. A previous list was printed in the Record of January 3rd.

X X X X X X X X X

M-G-M TO INVADE RECORD FIELD MARCH 1; ZENITH SALES SET-UP

Much discussion has been occasioned by the announcement that Metro-Goldwyn-Mayer Pictures and distributors of the Zenith Radio Corporation will enter the phonograph record manufacturing business in completion with RCA-Victor, Columbia, Decca and others long established and now dominating the field.

A well-organized distribution setup has proved the stumbling block to most other recent entrants in this highly-competitive business. M-G-M has solved this problem by contracting to use 25 of Zenith Radio Corporation's 76 distributors to handle nationwide sales.

M-G-M's first album, recordings made from the sound track of the movie "Till the Clouds Roll By", it was said, will demonstrate the advantage the motion picture company will have over other record makers.

Seven of the singers featured in the film, built around the life and music of composer Jerome Kern, will appear in the M-G-M album, although several of them have been recording for other record companies.

It was said there appears to be nothing to stop MGM from using the sound tracks of its movies for records, although the players are under other recording contracts.

MGM through its strong movie position has been able to put its own long roster of film stars under contract to make records and has signed leading symphony orchestras and prominent artists of stage, screen and radio. It will produce both popular and classical music recordings.

J. H. Hickey, General Manager of Zenith Radio Distributing, said 40,000,000 records will be made this year. The Zenith distributors who will handle MGM records are all privately owned except for companies in New York, Chicago and Newark, which are Zenith owned.

X X X X X X X X

SEES 500,000 TV SETS IN HANDS OF PUBLIC BY '48

"Television stations will be springing up in the various communities of the United States at the rate of nearly two a month during 1947 and 1948", J. David Cathcart, Advertising Manager of RCA Victor Home Instrument Department, told the Philadelphia Kiwanis Club.

"Most of these new stations will be introducing television to their communities for the first time", he said. "Currently, St. Louis and Detroit are inaugurating television. Some 40 construction permits have been granted by the FCC for television stations in addition to nearly a dozen now on the air. Television receiver produc-

tion lines are rolling rapidly and steadily in an effort to fill the growing demand stimulated by the expanding industry. By 1948, a half million of these receivers may well be in the hands of the public."

X X X X X X X X

ZENITH ASKS COURT TO SUSTAIN RIGHT TO REFUSE RCA LICENSE

A second declaratory judgment suit was filed by the Zenith Radio Corporation of Chicago against the Radio Corporation of America in the Federal Court at Wilmington, Delaware, on February 4, 1947. This suit states that in the original complaint filed in the same court, Zenith repudiated as of December 13, 1946 the license formerly granted by RCA.

On January 10, 1947, Zenith submitted a report and paid royalties accrued through December 13, 1946 but on January 30, 1947, according to Court records, RCA notified Zenith in writing it denied that Zenith had the right to repudiate. RCA returned the payment that had been made and demanded royalties for the entire month of December.

Zenith asked the Federal Court of Delaware to sustain its right to repudiate its license.

X X X X X X X X X X

RCA COMMUNICATIONS ELEVATES GEN. THOMAS; TAKES ON DENNING

Former Brigadier General Samuel M. Thomas has been appointed Assistant Chief Engineer of RCA Communications, Inc. At the same time James E. Denning was named Director of Industrial Relations.

General Thomas joined the organization in March, 1946, and has been responsible for much of the engineering and planning phases of the Company's current modernization program which includes conversion of its world-wide radiotelegraph system from Morse to semi-automatic tape relay and telegraph printing operations.

One of the relatively few reserve officers to reach the rank of Brigadier General during the war, Mr. Thomas commenced his military career in 1926 as a Second Lieutenant in the Army Reserve Corps. As Chief of Staff to the Commanding General of the Persian Gulf Command, General Thomas developed a communications system which supported the movement of military and lend-lease supplies to Russia through the Persian Corridor. As Director of the Communications Division of the U. S. Army in Berlin, he was largely responsible for the initial post-war restoration of German communications.

Mr. Denning was formerly Secretary and General Counsel of Press Wireless, Inc., and Press Wireless Manufacturing Corporation, as well as Secretary of the News Traffic Board, Ltd.

X X X X X X X X X

FREEZE DEADLINE BRINGS APPLICATIONS FOR 1099 AM STATIONS

Here is the latest checkup on what the FCC faces now that the lid has been clamped down on new standard broadcast station applications until May 1 by the temporary expediting plan:

Applications for New Standard Broadcast Licenses (AM)	1,099
Construction permits	461
Pending applications	871

A summary of the boom in the FM classification follows:

Initial FM authorizations.	657
Pending FM applications.	255
FM Stations on air	150

Television with 6 licensed stations, 52 construction permits and 13 applications demands its share of attention.

A further reminder of what the Federal Communications Commission is up against at present is the fact that the number of all kinds of broadcast stations now is more than 1,200; construction permits approach 1,200, and applications nearly 1,000.

Outside the broadcast category there are nearly 31,400 police, marine, aviation, etc. stations; 70,000 amateur stations, 35 amateurs and 325,000 commercial radio operators. In fact, the total of licensees applying to the FCC in 1947 reaches the amazing number of 530,000.

X X X X X X X X X

NEW BBC CHAIRMAN IS OVERSEAS TRADE ADVISOR

Lord Inman, recently appointed by the British Prime Minister, Mr. Atlee, Chairman of the Board of Governors of the British Broadcasting Corporation, is principal adviser to the Secretary for Overseas Trade in the establishment of the organization for the development of the catering, holiday and tourist services. Lord Inman, in addition to holding a number of directorships, is Chairman of the Charing Cross Hospital and the Central Board of Finance of the Church Assembly. He is 54 years old and received a barony in the New Year honors.

Dowager Lady Reading was likewise recently appointed Vice-Chairman of the BBC Governors Board.

X X X X X X X X X X

FCC'S FACE SEEMS RED IN HAVING TO MAKE COLOR DECISION

There was no lack of color in what was hoped would be the final hearings of the Federal Communications Commission on whether or not the Commission should fix the commercial standards of color television at this time. Black and white picture proponents were so aggressive it was wondered if there might not be some black eyes. There were those who even imagined they saw color in the faces of the FCC Commissioners trying to reach a decision in one of the most controversial questions the Commission has ever been called upon to solve.

Neither the results thus far achieved by CBS, nor the system by which they have been developed, justify favorable action by the Commission, on the CBS petition, according to three Committee reports prepared by the Engineering Department of the Radio Manufacturers' Association, and presented with the endorsement of twelve major manufacturing companies.

On the basis of the findings of these committees, as reported by W. R. G. Baker of the Radio Manufacturers' Association, Monday, dismissal of the CBS petition was recommended on the ground that color service when introduced should be of as high a standard as the existing black and white service, which at present it is not; that adoption now of the CBS system would retard development of other and more promising systems, with which also existing systems can more readily be integrated; and further, that FCC standards, when adopted, should include provisions for adequate performance and the basis for improvements in performance as the system matures.

Allen B. DuMont, President of DuMont Laboratories, who also appeared in support of the RMA Committee's recommendations, testified that "we are certain that no system of color television, either mechanical or electronic, has yet reached the degree of perfection which justifies the adoption of commercial color standards."

Pointing out that the ultra-high frequency color television service being proposed by the Columbia Broadcasting System is entirely compatible with the present black and white service in the lower frequencies, by the simple method of using combination receivers, Dr. Peter C. Goldmark, inventor of the CBS color video system, Tuesday revealed that CBS currently is working on a combination tuner which covers the entire television band, low frequency as well as high frequency, and which requires only one extra tube more than CBS' standard color receiver.

Dr. Goldmark was testifying before the Federal Communications Commission in its hearing on Columbia's petition to commercialize color television. He was the second CBS witness Tuesday. Earlier, Dr. Selig Hecht, world-famous Columbia Universith biophysicist, had praised the CBS color television system for producing color pictures "adequate in brightness, color, resolution, contrast and freedom from intrusive flicker". Dr. Hecht also had criticized

the discussion Monday by Paul Raibourne, Paramount Pictures Vice-President, of how rods and cones in the human eye function, as the "highest irrelevance" which had "nothing to do with television".

Dr. Goldmark suggested that compatability between the proposed CBS color service and black and white service be handled "on the same basis as FM and AM".

In radio, he pointed out, "the solution was not converters ...but rather combination receivers which have an FM and an AM band ...the CBS dual band television receiver is the television counterpart of a combination AM-FM receiver."

On the subject of the cost of color receivers, the CBS engineer said that it was not surprising that the relative prices submitted by ten manufacturers to the Radio Manufacturers' Association were comparatively high. He pointed out that of the ten, only one, Bendix, which submitted the lowest estimate, had access to all CBS developments, plans and diagrams, and that happens to be the "only company out of the ten who actually wishes to make color receivers."

He added that the General Electric price was based on a 47-tube set built according to CBS specifications the company had received over a year ago. Columbia's latest 10-inch receiver, which was demonstrated in New York before the FCC two weeks ago and which Bendix proposes to manufacture, has only 30 tubes, and Columbia also has demonstrated a table model receiver, smallest television receiver in existence, which uses only 25 tubes.

Concluding, Dr. Goldmark emphasized these points:

1. Color television under the proposed sequential standards already is performing better than did black and white when it was commercialized.
2. All of the equipment necessary for a highly satisfactory commercial color television system has been developed and tested.
3. The standards proposed by CBS impose no practical technical limitations on future developments.
4. Color television requires the same period of commercial development that black and white has enjoyed to realize its full capabilities, and this can only happen after commercial operation of color television stations has been authorized by the FCC.

X X X X X X X X

New business signed by WJZ during January ran about 32% ahead of bookings for December 1946, according to Murray B. Grabhorn, Manager of the key New York station for the American Broadcasting Company.

X X X X X X X X

DETROLA QUARTERLY SALES $17,582,892; JANUARY $6,549,962

Sales of International Detrola Corporation and subsidiaries during January totaled $6,549,962.72 and aggregated $17,582,-892.72 for the Company's first quarter ended January 31, President C. Russell Feldmann announced Monday, February 10th.

These figures compare with $2,209,185.83 for the month and $6,408,252.93 for the quarter a year ago. The recent figures include operations of the Newport Rolling Mill division and the Hardy-Burlingham Mining Company, acquired last August.

The figures also compare with sales of $40,810,028.22 for the entire fiscal year ended October 31, 1946.

A report to the stockholders, put out by Detrola, dated January 24, 1947, carried the following paragraph:

"In August, 1946, Philco Corporation offered to sell a stock interest in National Union Radio Corporation to Mr. Feldmann. Mr. Feldmann thereupon advised the Board of Directors of the offer and volunteered to let the Corporation take advantage of the offer if deemed advisable by the Board of Directors. The Board of Directors, however, after careful consideration of the matter, decided not to purchase a stock interest in National Union Radio Corporation. Thereafter, Henney Motor Company, Inc., a corporation controlled by Mr. Feldmann, purchased the stock of National Union Radio Corporation from Philco Corporation. At the Annual Meeting, stockholders are asked to ratify the action of the Board of Directors in this regard."

X X X X X X X X X

SCHOOL RESEARCH ON RADIO GAINS; NEWSPAPERS STILL DOMINATE

An "amazing increase" in the number of projects related to radio is noted as a postwar trend in journalism research, according to a compilation made for the American Association of Schools and Departments of Journalism and the National Council on Research in Journalism.

The report listed 18 special studies in radio by members of journalism department staffs. A year ago, the most popular research topic was readership. There are 12 items in this category in the present report, evenly divided between readability and readership.

A statement made in connection with the report remarks that "increasing interest in radio on the part of AASDJ teachers has not, however, given the Fifth Estate dominance over a traditionally popular newspaper research topic - history. The report lists 25 items related to historical aspects of the press and five dealing with biographies of journalists."

X X X X X X X X

FULTON LEWIS SCRIMMAGE WITH ELLIOT CAUSES CAPITAL BUZZING

Nowhere probably was the news of the mixup between Fulton Lewis, Jr., Mr. and Mrs. Elliot Roosevelt and a representative of Elliot's publisher, Dick Harrity, in the MBS studios in New York, received with livelier interest than in Washington. The incident followed Mr. Roosevelt's appearance on a broadcast last Friday night, February 7th, "Meet the Press", and a United Press report described it thus:

"After the broadcast", Mr. Lewis said, "Roosevelt drew him aside and asked him about one of Lewis' broadcasts concerning financial dealings of the Texas State Network with which young Roosevelt formerly was connected. An argument ensued and the pretty, blonde Mrs. Roosevelt stepped into the conversation to back up her husband.

"Why, you don't know anything about this; you weren't even there", Lewis said he told Mrs. Roosevelt.

Lewis said Roosevelt asked him if he was calling his wife a liar and the radio commentator replied that if Mrs. Roosevelt said she was in Texas at that time, then "I must say she is a liar."

Lewis said that young Roosevelt then cursed him, and Harrity, who is connected with Duell, Sloane & Pierce, publishers of Elliot's book, "As He Saw It", swung the blow to Lewis' chin. The men were parted immediately.

Later, Lewis said, he apologized as did Roosevelt and Harrity and they shook hands.

The brief flurry came after a heated half-hour exchange between Roosevelt and his questioners on the program - Lewis, Henry J. Taylor of the Scripps-Howard newspapers, Warren Moscow of the New York Times and Bert Andrews of the New York Herald Tribune.

During the broadcast, Roosevelt branded as "a complete misstatement of fact" Newsweek Magazine's report of remarks he made at a dinner in Moscow at which Newsweek said he called the United States "an aggressor nation".

X X X X X X X X X X

MILL BEGINS TO GRIND FEB. 14 EXPEDITING AM APPLICATIONS

The following partial schedule of informal engineering conferences in connection with the temporary expediting procedure of Standard Broadcast applications, is announced by the Federal Communications Commission:

DATE AND TIME	CHANNEL
Friday, February 14, 10 A. M.	940 kc
	970 kc
	1370 kc
	1510 kc
	1520 kc
Saturday, February 15, 10 A. M.	620 kc
	850 kc
	1360 kc
	1460 kc
	1470 kc

Attorneys and engineers representing applicants on the above specified channels should appear in Room 7454, New Post Office Building, Washington, D. C., at the time indicated, prepared to participate in the conference concerning the channel in which they are interested.

Failure to attend the conference will be construed as indicating that such applicants do not desire to participate in the expediting plan and, although their applications will be considered in connection with the other applications concerned, they will not be accorded the amendment privileges provided for in the Commission's notice of January 8th.

X X X X X X X X

ROYAL BRITISH SOUTH AFRICAN PARTY FIRST TO CARRY TV MAN

On the arrival in South Africa February 17th of Great Britain's newest and largest battleship, the 42,000 ton "Vanguard", carrying their Majesties, the King and Queen and the two Princesses, the royal party will be joined by the first representative of British television to travel so far afield in the interest of viewers. It will be George Rottner, a BBC television cameraman, whose films will be flown back to Britain for transmission from Alexandra Palace in London.

Also elaborate arrangements have been made for radio coverage of the trip by short-wave broadcasts which will be beamed to the United States and all parts of the world. Aboard the "Vanguard" which sailed for South Africa Saturday, February 1st, will be Frank Gillard, ace BBC radio reporter to keep listeners everywhere in touch with her progress and the life aboard her. Standard recording equipment was installed in the vessel, which will enable Gillard to illustrate his reports by means of actuality sound-pictures. All material of topical interest will be sent back to London by radio - either as a cable, or, when conditions permit, by direct transmission. Recordings of a less urgent nature will be flown back.

X X X X X X X X

SCISSORS AND PASTE

Television And Advertising
(Robert D. Levitt in "Tide Magazine")

Television has elected to become a medium of paid advertising and to pay its way with advertising revenue. The adoption of this course already has raised the familiar question of the chicken and the egg, which has not yet been solved in either the poultry or the television field. Advertisers must have a medium with a large enough audience to justify the cost of using it; but the audience will be large enough only if the medium offers something sufficiently interesting to justify the purchase of expensive equipment.

The problem, of course, is primarily one of programming. Who will do it and, more important, what will they do?

Currently, there are enough advertisers willing to pay for television shows even though the audience falls far short of justifying the expense. They do it, of course, in order to get in on the ground floor of a new medium, for the satisfaction of being first, or to experiment with it while the cost is still comparatively low.

How long they will be willing to do it with practically no return, however, is another question. The broadcasters and the sponsors must obviously build up sufficiently enticing programs so that public demand makes television a truly vast medium. What these programs must be like hinges on one highly significant and fundamental fact: television is at best only a motion picture in the home, with only the one important added ingredient of simultaneity. . . . .

Obviously, the motion picture industry is not willing to make movies for television except at a prohibitive cost. And if the medium tries to make its own, it will soon find out that even the most modest of "B" pictures now costs about $200,000, or a great deal more than the most elaborate radio show. And they would be comparatively poor imitations.

* * * * * * * * * *

Churchill Dictates By Remote Control
(Raymond Daniell in "N.Y. Times")

Mr. Churchill prefers, in good weather to walk up and down in his rose garden, "talking to himself", as one friend put it, but in reality dictating to a "walkie-talkie" he brought back from the United States on one of his visits to President Roosevelt. His words are recorded inside the house and later transcribed by a secretary.

* * * * * * * * * *

Rising Rail Magnate Writes His Own Advertising Copy
(Robert R. Young, Chairman, C. & O. Railway, in "Editor and Publisher")

Businessmen are only beginning to realize the great tool they have neglected. Yes, in many cases, by turning their newspaper, radio and magazine copy over to glib writers, they have been instrumental in undermining the very system they were trying to build up.

* * * * * * * * * *

Silent 2-Way Radio As Eliminator of Much Train Whistling
(W.E.G. in "Washington Post")

When the engineer of a stopped train wants to tell his flagman that he's ready to start moving again, he lets loose with four or five blasts that wake the dead.

But two-way radio would do the same job without inconveniencing thousands of people who have to get up in the morning. For that matter, even an old-fashioned lantern signal could be employed.

* * * * * * * * *

Radio Played Important Part In Atlanta Hotel Fire
(Roe B. Woolley in "Fire Engineering")

Atlanta has equipped chiefs' cars with two-way radio, operated on the police radio frequency, and this communication facility was employed to advantage throughout the Hotel Winecoff fire and afterward. Multiple alarms were all sent in by radio from departmental cars to fire alarm headquarters. By means of short-wave radio apparatus, no longer needed at the fire, was dispatched to various vacant fire stations with saving in time. One fire chief's aide, reporting on the fire, advanced the belief that walkie-talkies would have been particularly useful in maintaining voice communications between working units and personnel.

Commercial radio was also employed in many ways, to bring medical aid, blood plasma, and volunteer workers; to help in identifying victims and locating missing persons. Appeals were broadcast by Chief Styron for outside aid and by Mayor Hartsfield and other officials for the help of emergency units.

* * * * * * * * * *

Flying Radiotypewriter
("Long Lines")

In an airport office a Bell System teletypewriter clicked away, bringing typewritten news of bad flying conditions only a few miles ahead. In a matter of seconds the same news was recorded in the same typewritten form in a plane as it sped toward the danger zone. With no possibility of misunderstanding, the pilot read and acted on the message, which reached him instantly by radio - direct from the teletypewriter on the ground to the one in his plane.

X X X X X X X X X X X

TRADE NOTES

A further pre-hearing conference for the oral argument on Multiple Ownership Rules (now scheduled for February 24, 1947) will be held on Monday, February 17, 1947, at 10:00 A.M., EST at the Federal Communications Commission in Washington. All persons expecting to appear at the oral argument, including persons who did not attend the first pre-hearing conference, which was held on January 31, 1947, are invited to attend.

The Commission's staff has prepared a tabulation of television and FM broadcast stations, existing and proposed, which have overlapping service areas and some degree of common control. A limited number of copies of this tabulation are available at the Commission to persons interested in participating in the oral argument on the Multiple Ownership Rules.

The Southern Radio & Television Equipment Company of Miami, Fla. has filed an application with the Federal Communications Commission for permission to build and operate a commercial television station in Miami.

More radio receiving tubes were produced in the United States in 1946 than in any other year in the industry's history, the Radio Manufacturers' Association reports.

Total shipments by RMA member-companies were 205,217,174 for 1946and 24,473,535 in December. The highest prewar production was 135,858,157 in 1941, while the highest output during the war was 139,478,321 in 1944.

Last year's output included 129,637,191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export, and 360,704 for Government agencies.

Two publications, each containing 16 pages, are "Receiving Tubes for Television, FM, and Standard Broadcast", and "Power and Gas Tubes for Radio and for Industry" have been published by the RCA Tube Department. They are said to be of particular value to tube users, service men, and the trade in supplying liberal technical information on RCA tubes in ready reference form.

At the annual meeting of the Emerson Radio and Phonograph Corporation, Benjamin Abrams, President, informed stockholders that the company now was turning out radio receiving sets at a rate of 2,000,000 a year. In October, when the company's fiscal year ended, the rate was 1,600,000 sets a year.

Krisch-Radisco, Inc., radio, television and appliance distributors in New York, have created a separate television division to handle RCA Victor "Eye Witness" television receivers. The division will be headed by Earl C. Pullen as Sales Manager.

Television was shown for the first time in Baltimore Tuesday night, Februarh 11th, as business and civic leaders paid tribute fo Thomas A. Edison on the centennial of his birth.

As the eight hundred participants of the occasion arrived at the banquet, they were met with the cameras and microphones of the new WBAL Television scheduled to be first on the air with television in this area. Pictures were received by receivers of various makes.

Among the models was a Bendix Radio black and white television receiver combining AM-FM radio and automatic phonograph. A limited number of this model is scheduled for early production.

Representatives of the National Association of Broadcasters Sales Managers Committee and the Advertising Committee of the Radio Manufacturers' Association met jointly in Washington last week and discussed plans for coordination of activities in the "Radio-in-Every-Room" campaign, which is scheduled to be launched early this Spring.

Chairman John S. Garceau of Fort Wayne, Ind., of the RMA Advertising Committee, and E. R. Taylor, of Chicago, Chairman of the subcommittee in charge of the sales promotion project, welcomed the cooperation of NAB as offered by John M. Outler of Atlanta, Ga., Chairman of the NAB Sales Managers Subcommittee.

Assistant Postmaster General Burko of London told Parliament recently that television set production in Great Britain had mounted from 375 last June to 1,725 receivers by November.

Paul Adorian, a director of Radiffusion, Ltd., manufacturers of communication equipment, in a letter to friends in the U.S., wrote recently, according to the Television Broadcasters' Bulletin that owing to difficulties in obtaining components, in particular transformers, set production had lagged. He added that most manufacturers have designs ready for mass production.

He indicated that blocks of homes in London were being wired for television receivers as soon as they become available.

A message of commendation was sent by President Truman last week to Rear Admiral Ellery W. Stone, former Chief Commissioner of the Allied Commission for Italy. He is now chief of the Italian affairs section of Allied Forces headquarters in Italy. Admiral Stone was formerly Vice-President of I. T. & T. and President of the Postal Telegraph Company.

Mr. Truman sent his message to commemorate the termination of the Allied Commission.

X X X X X X X X X X

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

RECEIVED
FEB 20 1947
NILES TRAMMELL

INDEX TO ISSUE OF FEBRUARY 19, 1947

Washington Foreseen As Great Annual Broadcasters' Mecca.....1

Suggestions Invited Re Educational Station Rules.....2

Small Business Group Fears For "Little Man" Making Radios.....3

WGY's First 25 Years Were The Hardest.....4

Radio Proximity Fuze Peacetime Uses Revealed.....5
Wayne Coy, WINX Washington, Talked Of As Philippine Ambassador....5

Seek To Ward Off Proposed Apartment House TV Antenna Ban.....6

Westinghouse To Get Plenty Of Radio Cabinets.....7

WOR Put Bamberger's On The Map; Also Others In 25 Years.....8
Would Further Adapt Radiotelephone To Harbor And R.R. Uses.....8

WFAA, Fort Worth, Licensed To Use KGKO Facilities.....9
NAB Sends Out Second Installment Of Joske Report.....9

FTC Rules Against Including Rectifier In Tube Count.....10

Turkey's 150 KW Station To Be Most Powerful Next To USSR.....11

RMA School Committee Plans Standards For School Recordings.....12
"Walkie-Talkies" Tryout For Farmers, Sportsmen, Surveyors.....12
Ballantyne, Philco Pres., Awarded War Department Certificate.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1763

February 19, 1947

WASHINGTON FORESEEN AS GREAT ANNUAL BROADCASTERS' MECCA

A thing which has been shaping itself for a long time - delayed only by the war - but which the outstanding success of the recent Radio Correspondents' Dinner to President Truman made crystal clear was that Washington is destined at the time this dinner is held to become the annual gathering place for the high command of the broadcasting industry. They attended in unprecedented numbers this year, more than 400, but the time is not far away when the demand for tickets for this affair may be as great as for the famous Gridiron Dinner.

The way high government officials in the Capital accepted invitations to the radio dinner is already comparable to the Gridiron. According to Charter Heslep, Washington representative of Mutual, more than 80 per cent of the dignitaries invited, came. This included such people as Chief Justice Vinson, Dwight D. Eisenhower, and Admiral William D. Leahy. In fact, there was such a turnout of brass that the head table was not big enough to hold them all and no less a personage than former Governor Stassen of Minnesota, found himself seated down with the others at an ordinary table - a thing which probably doesn't happen often to the country's first avowed presidential candidate.

It is believed the day will soon come when the President will set aside the Saturday morning of the Radio Correspondents' dinner to receiving important broadcasters, just as he does to greet prominent publishers from various parts of the country the morning of the Gridiron. In fact, a precedent has already been set for this in Mr. Truman receiving the Board of Directors of the Mutual Broadcasting System at the White House the day before the Correspondents' Dinner. Realizing that most of the Directors would want to attend the dinner, Alfred J. McCosker, Chairman of the Board, had called a meeting in Washington at that time. Included in the party who subsequently went to see the President were:

Alfred J. McCosker, of New York; Edgar Kobak, President; Lewis Allen Weiss, Don Lee Net, Hollywood; Chesser Campbell, WGN, Chicago; Willet H. Brown, Don Lee Net, Hollywood; John Shepard, 3rd Yankee Network, Boston; E. M. Antrim, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Benedict Gimbel, Jr., WIP, Philadelphia; J. E. Wallen, MBS Treasurer; Robert D. Swezey, MBS Vice-President and General Manager, and Mr. Heslep.

Thus Mutual, having started the ball rolling, others are bound to see the wisdom of the move and follow suit. Conceivably the National Association of Broadcasters might call a meeting for that time. Likewise the Frequency Modulation (FM) Association, which was formed in Washington only a few days before the dinner. As it was, Judge Roy Hofheinz, President of the FM group and numerous others, stayed over for it. Washington would take on a radio complexion the same as when the Associated Press and other press organizations gather in New York for a newspaper week every Spring.

There is, however, a much more definite reason for broadcast station owners to meet in Washington and that is because they are virtually under the thumb of Congress and its creature the Federal Communications Commission. It is distinctly to their advantage to take every opportunity to become better acquainted with these high Government officials. And the Radio Correspondents' Association, it would seem, has given them a fine opportunity to do so.

Among the brass attending the dinner who, in one way or another, control radio insofar as the Government is concerned, were:

Senator Wallace White (R), of Maine, Majority Leader and Chairman of the Senate Interstate Commerce Committee; Senator Robert A. Taft (R), of Ohio, Chairman of the Senate Labor Committee; Representative Charles A. Wolverton (D), of New Jersey, Chairman of the House Interstate and Foreign Commerce Committee, and Representative Clarence Lea (D), of California, author of the Lea anti-Petrillo Act. Also Charles R. Denny, Jr., Chairman, and all the members of the Federal Communications Commission.

The Radio Correspondents' Association has proved to be a remarkable organization in many ways and now comprises more than 100 members. The same as the press, they have their own galleries in the House and Senate, the Superintendent of the former being Robert M. Menough, and the latter, D. Harold McGrath, both always efficient and accommodating. The Executive Committee of the Correspondents' Association is composed of the following:

Chairman, Rex Goad, Transradio Press Service; Vice- Chairman, Eric Sevareid, ColumbiaBroadcasting System; Secretary, Albert Warner, Mutual Broadcasting System; Treasurer, Ray Henle, Mutual Broadcasting System; Member ex-Officio: Richard Harkness, National Broadcasting Company; and Member at Large, Francis W. Tully, Jr., Washington Reporters, Inc.

X X X X X X X X X

SUGGESTIONS INVITED RE EDUCATIONAL STATION RULES

Anyone who is interested in submitting comments and suggestions regarding a change of the Federal Communications Commission Rules governing non-commercial educational broadcast stations, may file such comments and suggestions within the next 20 days, and may request oral argument with respect thereto. If comments and suggestions are submitted which warrant the Commission in holding an oral argument, notice of the time and place of such oral argument will be given.

X X X X X X X X X X

SMALL BUSINESS GROUP FEARS FOR "LITTLE MAN" MAKING RADIOS

Speaking in behalf of his bill to make credit available to small enterprise and to continue the Reconstruction Finance Corporation as an agency whose prime function it would be to foster small business, Senator Glen Taylor (D), of Idaho, himself a former radio commentator, spoke last week of a possible business recession and expressed fear for the "little man" in the radio manufacturing business.

Senator Taylor, who is a member of the rejuvenated Senate Small Business Committee, of which Senator George A. Wherry (R), of Nebraska, is Chairman, said:

"Many leading business economists advise us that we are approaching a period of recession. The trade journals and economic tipsters usually refer to it as the shake-out of 1947, and predict that it will occur this Spring. They foresee declining prices in soft goods accompanied by falling production and unemployment in certain lines. They do not predict a lengthy depression, because it is generally agreed that there will be a continuing demand at high prices for hard goods.

"But what is significant about all these predictions is that everyone seems agreed that the people who will suffer most will be the small businessmen. Even in the case of some consumer durable goods, such as radios, it is predicted that so-called 'off brands' will no longer be in demand, and that their manufacturers will be forced out of business.

"Now, what is an 'off brand' radio, or any other article, for that matter? Briefly, an off-brand radio, we will say, is a radio which is not made by one of the largest corporations. It is a radio made by a small businessman. It is a radio which is not advertised in the national magazines. It is not necessarily a worse radio nor is it a better radio. I have no doubt that some 'off-brand' radios are far superior to the famous name radios which will be at their peak of sales. On the other hand, some may be shoddy and second rate. * * *

"In other words, then, small business will suffer merely because it is small business. It will suffer because it cannot afford the large-scale promotion which big business can afford. It will suffer because of a lack of long-term credit."

X X X X X X X X X X

The Iraq Government has placed an order with the Marconi Company of England for equipment which will be used to erect a broadcasting station at Abu Graib near Baghdad. The order calls for one 20-kilowatt medium-wave transmitter; one 15-kilowatt short-wave transmitter; and one 25-kilowatt short-wave wireless set for telegraphy.

X X X X X X X X X

WGY'S FIRST 25 YEARS WERE THE HARDEST

WGY, one of the ten oldest broadcasting stations in the country, will be 25 years old tomorrow (Thursday, February 20).

Open House is being observed all wekk. All studios are open from 10 A.M. until 10 P.M. for inspection tours. The walls of the main corridor of WGY carry a display of old broadcasting pictures, many of scenes taken during the first five years of the station's operation.

There will be three special programs during the week, in addition to the anniversary dinner broadcast on Friday night although practically all local broadcasts will point up the anniversary. The first took place last night when the WGY Players presented an original skit, "The World Without Radio". The second will be a special Science Forum broadcast on Wednesday evening (tonight) at 7:30 o'clock, during which Everett S. Lee, Engineer of the General Engineering and Consulting Laboratory of General Electric will have a two-way radio conversation with Sir Noel Ashbridge, Deputy Director General of the British Broadcasting Company and a pioneer in wireless in that country. Sir Noel was associated in 1920 with a small group of engineers at Marconi's experimental station at Shelmsford, England. The third feature broadcast will be on Friday at 7:30 o'clock marking the fifth anniversary of one of the station's most popular programs, "The FBI in Action". The guest speaker will be Louis B. Nichols, Assistant Director of the Federal Bureau of Investigation.

A dinner program on Friday originating from Schenectady will be on the air from 9:00 until 10:00 P.M. EST. The speakers will include Niles Trammell, President of the National Broadcasting Company with which WGY is affiliated.

WGY today operates 50,000 watts maximum power allotted to broadcast stations in this country. Its transmitter and radiation system, located at South Schenectady, are one of the most modern design, assuring a strong signal coverage to the great Northeast.

During 25 years of operation in the public interest WGY has been on the air a total of 132,883 hours. On its natal year, 1922, the station operated 733 hours. This operating time increased steadily until it reached its present schedule of 6:00 A.M. to 1:00 A.M. daily for a yearly total in 1946 of 6,853 hours. Top operating year was 1942, directly following Pearl Harbor, when the station was on the 24 hours a day, Jan. 1 through Dec. 1, for a total of 8,611 hours. WGY is affiliated with the National Broadcasting Company.

X X X X X X X X X X

RADIO PROXIMITY FUZE PEACETIME USES REVEALED

Stating that many industrial organizations are conferring with it concerning peacetime possibilities of wartime developments the National Bureau of Standards makes known that the technics embodied in the radio proximity fuze may be applied to such equipment as smaller hearing aids, pocket-size radios, walkie-talkies, and a variety of other miniature commercial electronic devices.

The radio proximity fuze is a tiny radio sending and receiving station, so small that some models may be covered by a man's hand. It operates by continuously sending out radio waves. When an object of reasonable size is approached, the radio waves reaching that object are reflected back to the projectile. The fuze receiver picks up these reflected waves, analyzes them, and when they have the desired properties (that is, when the projectile is close enough to the object), an electronic switch is closed, detonating the fuze and the projectile.

More than 1,000 fuzes were built in the Standard Bureau's model shops. Production was started in the latter part of 1942 and continued through most of 1943. About 400,000 each of the radio and photoelectric proximity fuzes were manufactured.

Examples of the peacetime equipment to which proximity fuze technics might be directly applied include the manufacture of I-F strips for radar equipment, control circuits in pilotless aircraft, portable radio transmitters and receivers concealed on the persons of intelligence personnel, subminiature electronic controls, a greatly expedited telephone dialing system, special research equipment, and a host of other commercial applications.

A detailed discussion of the proximity fuze and its development appears in the January issue of the National Standards Bureau Technical News just off the press.

X X X X X X X X X

WAYNE COY, WINX WASHINGTON, TALKED OF AS PHILIPPINE AMBASSADOR

Press dispatches from Manila have mentioned Wayne Coy, Assistant to the Publisher of the Washington Post, and in charge of Station WINX as a possible successor to Paul V. McNutt as U. S. Ambassador to the Philippines. Mr. Coy at present is in Manila with a party of American editors who are making an inspection tour of Japan and the South Pacific.

Mr. Coy is a relatively newcomer into radio. He has been active in FM development - the Post having the leading FM station in the Capital, and was recently elected Vice-President of the newly formed FM Association.

A Hoosier by birth, Coy, 42 years old, was formerly administrative assistant for two years in High Commissioner McNutt's office in the Philippines. He began as a newspaper reporter serving on the Indianapolis Star and other papers. An early New Dealer, he was Assistant Administrator to the Federal Security Agency in Washington, Assistant to the President in the Office of Emergency Management, and finally Assistant Director of the Budget Bureau in the Executive Office of the President.

X X X X X X X X X

SEEK TO WARD OFF PROPOSED APARTMENT HOUSE TV ANTENNA BAN

A bombshell was dropped into the television situation in New York City by a discovery by Jack Gould of the New York Times that the apartment house owners were planning a ban on the erection of television antennas. J. R. Poppele, President of the Television Broadcasters' Association lost no time coming out with the following statement:

"The Television Broadcasters' Association has been aware for some time of the problems involved in serving a large number ot televiewers in any one dwelling. At the Association's annual meeting last month, machinery was set into motion to coordinate industry representatives into sub-committees for collective action on several pressing problems. One of them was the matter of television antenna installations in multiple dwellings. This afternoon (February 14) steps were taken to tackle the problem and to seek an immediate solution. * * * *

"Until suitable multiple antenna systems capable of serving large numbers of receivers are fully developed and field tested, it would appear unfair to tenants of apartments and other multiple dwellings to be deprived of a television service, if they desire one.

"The situation is analagous to the early days of radio when landlords were equally moved to protest the erection of radio antennas on rooftops and to prohibit their installations in many cases. Reasons cited were the danger of lightning striking the antennas; of individuals defacing rooftops by erecting poles and other trivialities.

Newspapers helped to ease the situation by conducting educational campaigns for readers on how to install antennas and, in many cases, developed and depicted antenna designs which either occupied little or no room on rooftops or could be incorporated within the receivers.

"Surely the television industry will meet this problem and meet it squarely. If the need is shown, the solution is invariably found. Every new service reaching the public has had its

skeptics as well as its enthusiastic adherents. Those who came to see Robert Fulton's first steamboat sink on its initial run remained to cheer.

"The very groups who today are anxious over so-called 'dangers', (unwarranted in most instances) were equally anxious about radio's 'dangers' from 1920 to 1925.

"I am firmly of the belief that the activity in the matter of antenna installations, initiated by TBA, will bring about a rapid solution. Meanwhile, I would urge landlords to reconsider their actions on antenna installations, and where adequate space for several antennas is available, to relax the ban and permit dipoles to be erected."

X X X X X X X X X X

WESTINGHOUSE TO GET PLENTY OF RADIO CABINETS

A long-term contract to purchase the entire output of radio cabinets manufactured at the woodworking shops of the Mifflinburg Body Works, Mifflinburg, Pa., has been signed by the Home Radio Division of Westinghouse Electric Corporation. The Mifflinburg Works, with a manufacturing area of 300,000 square feet, expects to deliver 40,000 console and table cabinets in the next four months.

"Since the small supply of radio cabinets has been one of the component shortages plaguing the radio industry in the past year, this contract will have the primary advantage of providing another source of cabinets", John E. Flood of Westinghouse said.

"In addition, the engineering design and development of new cabinets and the quality control of cabinets now being manufactured will be facilitated because of the proximity of the two plants", Mr. Flood continued. "Since Mifflinburg is only 20 miles from our Sunbury plant and the engineers of both companies will be able to get together as often as necessary to eliminate any manufacturing or design problems which may come up."

With the cabinet manufacturer located nearby, Mr. Flood pointed out that shipping and handling costs of the cabinets - generally high because of the bulky nature of the product and the long distance between the cabinet maker and the radio manufacturer - will be reduced, and delivery will not be hampered by transportation delays resulting from heavy volume of traffic or other causes.

The Mifflinburg Works has been supplying cabinets in a limited quantity to the Home Radio Division for the past year, with manufacturing furniture as a main line.

X X X X X X X X X X

WOR PUT BAMBERGER'S ON THE MAP; ALSO OTHERS IN 25 YEARS

A quarter of a century ago, somebody in Bamberger's Newark, N. J. Department Store got the bright idea that maybe starting a new fangled contraption known as a wireless transmitter might help the sale of wireless receivers and possibly give the store a little publicity. That's how WOR was started on 250 watts in a small room adjoining the sporting goods department. Not long thereafter a live young publicity man named McCosker - Alfred J. - breezed into the place and the listening public knows the rest. Mr. McCosker, a New Yorker by birth, had already made quite a name for himself in the newspaper and theatrical field. He took to radio like a duck takes to water.

Result - WOR, a 50,000 watter - this week celebrating its 25th anniversary is today one of the country's outstanding stations. Mr. McCosker is not only Chairman of WOR's Board of Directors, but also Chairman of the Board of the Mutual Broadcasting System of which WOR is a leading affiliate.

Another man who deserves credit in the early development of WOR is J. R. Poppele, oldest employee in point of service, who opened WOR as Assistant Engineer and now is Engineering Vice-President of the company.

Throughout this week WOR listeners will hear announcements of the WOR special 25th anniversary broadcasts to be held on Saturday, Feb. 22 (MBS 9-10 P.M., EST). On Friday night, members of the WOR "Ten Year Club", composed of employees of 10 or more years' service, will be host to all the WOR staff and their families at a dinner-dance in the Waldorf Astoria Hotel.

X X X X X X X X X

WOULD FURTHER ADAPT RADIOTELEPHONE TO HARBOR AND R.R. USES

Permits have been granted the New Telephone Company to test radiotelephone service in New York harbor and adjacent waters in connection with the development of coastal harbor radiocommunication systems and equipment. A coastal station will link 100 ship mobile units.

Authorization has also been given to the Union Bag & Paper Company of Savannah, Ga. to test radiotelephone service for switching locomotives on the firm's property in connection with development of Industrial radiocommunications system and equipment. Not being a common carrier, the applicant was ineligible for authorization in the new Railroad Radio Service. A like authorization was granted previously to the Pullman-Standard Car Manufacturing Co.

X X X X X X X X

WFAA, FORT WORTH, LICENSED TO USE KGKO FACILITIES

The Federal Communications Commission has granted applications for renewal of licenses and for assignment of license, to the following:

KGKO Broadcasting Co. (KGKO), Fort Worth, Texas, and Assignment of License; Carter Publications, Inc. WBAP), Fort Forth and A. H. Belo Corp. (WFAA), Dallas, Texas.

The application for assignment of license of KGKO will have the effect of eliminating the call letters "KGKO", and dissolving the KGKO Broadcasting Co., and each of the assignees, Carter Publications, Inc., licensee of WBAP, and A. H. Belo Corp., licensee of WFAA, will be licensed to use the present facilities of KGKO operating one-half the total broadcast time on 820 kc. and one-half time on 570 kc., subject to the condition that Carter Publications, Inc., and A. H. Belo Corp. file with the Commission, within 60 days, a schedule of their hours of operation on both 820 kc. and 570 kc., in accordance with the provisions of the rules with respect to share-time stations; and to the further condition that they submit to the Commission within 90 days, satisfactory evidence that KGKO Broadcasting Co. has been dissolved that their commitments with respect to the separation of their respective operations have been effectively implemented.

X X X X X X X X X

NAB SENDS OUT SECOND INSTALLMENT OF JOSKE REPORT

The Second Installment of "Radio for Retailers", the report published by the National Association of Broadcasters on the extensive experiments in radio advertising carried on by Joske's of Texas, has just been published.

The initial release, in a loose-leaf binder with the title "Radio for Retailers" stamped on the cover, was issued last October.

The latest installment contains two new chapters - one on "Copy", and the other on "Programs".

X X X X X X X X X

Starting March 1st, WGNB, WGN's (Chicago Tribune) FM station, will be on the air 12 hours daily - from 11 A.M. to 11 P.M.

X X X X X X X X X X

FTC RULES AGAINST INCLUDING RECTIFIER IN TUBE COUNT

The Federal Trade Commission today (Wednesday, February 19) issued the following statement interpreting Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, as promulgated July 22, 1939:

"Under Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry, and in the light of the decision of the court in Zenith Radio Corporation v. Federal Trade Commission, the Commission considers it improper to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube capacity.

"The Commission does not regard it as improper, where the advertisement prominently and conspicuously states the actual tube capacity of a radio set (computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes in the detection, amplification and reception of radio signals) for such advertisement also to contain a further statement to the effect that the set in addition contains a rectifier, provided such is true and the advertisement as a whole or in part involves no misrepresentation or deception. Illustration of such expression as descriptive of a set containing eight tubes computed in accordance with the above and a rectifier is as follows:

'An Eight Tube Set
This set in addition contains a rectifier.'"

The provisions of such Rule 3(k) of the Trade Practice Rules for the Radio Receiving Set Manufacturing Industry are as follows:

"Rule 3 - Specific Types of Advertisements or Representations Among Those Prohibited:

"It is an unfair trade practice for any member of the industry to use, or cause to be used, any of the following-described types of advertisements or representations: * * * * * *

"(k) Advertisements or representations stating, purporting or implying that any radio receiving set so advertised or represented contains a certain number of tubes or is of a certain tube capacity when one or more of such tubes in the set are dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals.

"NOTE: In order to avoid and prevent deceptive or misleading tendencies or results, so-called 'ballast tubes', dial or other lamps used for illumination, so-called plug-in resistors, and other accessories or devices not serving the recognized and customary function of a radio receiving set tube, are not be included as tubes in advertisements or representations of a radio receiving set which describe or refer to the set as having a certain number of tubes or

as being of a specified tube capacity. References to rectifier tubes, and to tubes, devices or accessories which do not serve as signal amplifying or detecting tubes or heterodyne oscillator tubes, should be such as to clearly avoid misunderstanding or deception of purchasers.)"

X X X X X X X X X X

TURKEY'S 150 KW STATION TO BE MOST POWERFUL NEXT TO USSR

Authorization has been received for the construction of two radio stations in Anatolia, Turkey, in addition to two new stations that are now under construction.

Contracts were awarded in January 1946 for a 100-kilowatt short-wave station in Ankara and a150-kilowatt medium-wave station in Istanbul.

The radio building under construction in Istanbul is to cost about TL1,260,000. Work on the transmitting tower is not expected to be entirely completed until the end of 1947. Operating on wave lengths of 395.78 meters and at a frequency of 758 kilocycles, this station is reported to be the most powerful medium-wave station on the European Continent outside of Russia.

All owners of wireless sets in Turkey are required to have a license. This covers all radio sets used for the transmission or reception, by means of electromagnetic waves, of pictures, signals, and sounds.

Radio subscribers in Turkey at the end of 1945 reached a total of 178,000, an increase from 25,510 at the end of 1937 and 46,244 at the end of 1938. Further expansion can be expected, upon the realization of plans for the expansion of electrification in Turkey.

X X X X X X X X X X

RAPID CHICAGO FM AUDIENCE INCREASE; ESTIMATED NOW 200,000

Over 40 requests a day are being received by WGNB, WGN's FM station, for its program booklet listing all the WGNB programs for the month, which is sent free to all who ask for it.

G. William Lang, Chief Engineer of WGNB, estimates from mail response and the number of FM receiving sets released, that there are now well over 200,000 FM listeners in the Chicago area.

X X X X X X X X X X

RMA SCHOOL COMMITTEE PLANS STANDARDS FOR SCHOOL RECORDINGS

The School Equipment Committee of the Radio Manufacturers' Association, in cooperation with officials of the U. S. Bureau of Education and other educators who with industry representatives comprise the Joint Committee on Standards for School Audio Equipment, are preparing a report on acceptable standards for school recordings and playback equipment.

The work will be under the direction of a subcommittee headed by C. F. Gill of General Electric Company, Syracuse, N.Y., comprising industry and school representatives. Dr. R. R. Lowdermilk, of the Radio Section, U. S. Office of Education, will assist the subcommittee. When completed, the report will be acted upon by the full RMA School Equipment Committee, of which Lee McCanne, Vice-President and General Manager of the Stromberg-Carlson Company, Rochester, N.Y., is Chairman.

X X X X X X X X X X

"WALKIE-TALKIES" TRYOUT FOR FARMERS, SPORTSMEN, SURVEYORS

The Federal Communications Commission has granted to John M. Mulligan, of Elmira, N.Y., the first construction permit of its kind in connection with the development of a Citizens Radio Communications service.

Mr. Mulligan, a radio engineer, proposes to study propagation effects and other service factors in the 460-470 megacycle band which is allocated for the development of this service. Power of 50 watts maximum input will be used. The proposed Citizens Radiocommunications Service contemplates personal use of "walkie-talkies" and other portable two-way communication mediums by farmers, surveyors, sportsmen and others.

X X X X X X X X X

BALLANTYNE, PHILCO PRES., AWARDED WAR DEPARTMENT CERTIFICATE

John Ballantyne, President of Philco Corporation, leading manufacturer of air-borne radar equipment for the Army and Navy, was awarded a special Certificate of Appreciation last Monday for his wartime services in directing the development and production of radar for the armed forces.

Lt. Col. Arnold T. Gallagher, Commanding Officer, Philadelphia Storage and Issue Agency, Signal Corps, read the Certificate, signed by Secretary of War Robert P. Patterson and others, which included the following citation:

"The War Department expresses its appreciation for patriotic service in a position of trust and responsibility to John Ballantyne for outstanding contributions by directing the research, development, engineering and production of highly complicated radar and associated equipment for the Signal Corps."

X X X X X X X X

SCISSORS AND PASTE

Powel Crosley's $1,200 Bank Note And How It Grew
(Gerard Piel in "Life" Feb. 17)

It was Powel III who was partly responsible for one of the major digressions in his father's career. At the age of 9 he reported that he had heard a radio and wanted one. Crosley shopped around the following day and discovered that the cheapest set was priced at $119. He spent a quarter for a booklet called "The ABC of Radio". Within a few weeks Crosley had a team of hams building him a 20-watt transmitter and a couple of University of Cincinnati engineering students designing a receiver that could sell for $20.

This was the Crosley one-tube Harko, the first low-priced set to reach the market. A year later, in 1922, the Crosley Radio Corp. was the biggest manufacturer of radio sets in the world and Crosley himself was happily engaged, as one of the earliest disk jockeys, announcers and program producers, in broadcasting phonograph records under federal license over the call letters WLW. He was also having trouble with his customers, however. They kept sending back their Harkos because the single tube could not bring in what radio programs there were above the noise level of Summer static. * * *

Crosley's solution for this problem was "superpower", his major contribution to the broadcasting industry. As fast as technical advances permitted, he ran the power of WLWL, over the protest of competitors, up to 500,000 watts. The energy generated by WLW's huge transmitter bewitched the countryside for miles around. Barbed-wire fences emitted sparks, light bulbs glowed in farm-houses, rainspouts and bedsprings played hot jazz. WLW picked up regular listeners as far away as Aklavik on the Arctic Ocean. * * * *

Although WLW made money despite Crosley's extravagant investment in power, he never regarded it as a strictly profit-making venture. Its chief function, in his mind, was to sell cheap radio sets.

* * * * * * * * * * * *

When Victor Emanuel's Aviation Corporation turned up with an offer to buy everything Crosley owned except the Crosley car and the Cincinnati Reds, he knew the hour had arrived. For the business he had started on a $1200 note, he got $12,000,000 in cash.

- - - - - - - -

Abuse Of Power By AFRA
("Washington Post")

The noted Hollywood producer, Cecil D. DeMille, reminded the House Labor Committee that his refusal to pay an assessment of $1 levied on him by the American Federation of Radio Artists for purely political purposes resulted in his suspension from the union. Under the provisions of the union shop agreement, Mr. De Mille was consequently barred from appearing on his radio program. * * * *

* * * * * * * *

Individual rights to enter into contracts for the sale of labor are necessarily curtailed by laws legalizing collective bargaining through representative unions. If employers are willing to accept bargaining agreements requiring all their employees to join the Union, the individual's freedom of action, is subject to some further curtailment. * * *

* * * * * * * *

The real evil in the particular instance was the AFRA's assessment of its members for purposes not related to the legitimate objectives of the union as a collective bargaining agency. If unions with closed-shop agreements are permitted to assess their members in order to finance political campaigns, on pain of expulsion and loss of their jobs for refusal to pay, the foundations of our political structure, based on a system of free voting by the people, will be seriously undermined.

- - - - - - - - - - -

Publisher Enthuses Over Facsimile; To Test It In Miami

(Jerry Walker in "Editor and Publisher"

John S. Knight's announcement that the Miami (Fla.) Herald would begin facsimile service to the public within a few months prompted a refresher visit this week to the laboratories of Radio Inventions, Inc., New York City.

That's where Dr. John V. L. Hogan, facsimile pioneer, directs the research which a group of newspapers and others, banded together as Broadcasters Facsimile Analysis, has been financing for several years. Mr. Knight has become a subscriber to BFA and proposes to introduce the newspaper-of-the-air to Floridians on a regular basis.

"Facsimile", Mr. Knight declared, "is the most radical change in newspaper publishing methods since the invention of typesetting machines. Within a few years at most it promises you an entirely new concept of the daily newspaper.

"Facsimile means an exact copy or reproduction of the Miami Herald as acontinuing process in your home - right before your eyes."

While Mr. Knight's enthusiasm is appreciated to a large degree, the laboratory experts are more restrained; they don't claim yet that their achievements, to date, would warrant scrapping of presses or other equipment needed to produce more than the original copy of a metropolitan newspaper. * * *

Since mass production of BFA sets, designed by Radio Inventions, has been delayed until late Summer at the General Electric Co. plant, the Miami experiments probably will be confined at first to the receivers which will be placed in the lobbies of the large leisure lamaseries.

This plan, incidentally, has suggested anew method for a newspaper to introduce facsimile by letting hotels or advertisers underwrite the costs of public view machines.

(BFA currently offers publishers a minimum set of facsimile equipment and a program service for "lessthan $10,000.") * * *

(Continued at bottom of Page 16)

TRADE NOTES

The Western Union is offering broadcasting stations, newspapers, airlines and others in New York City a 24 hour city-wide Weather Bureau teletype service. The cost will be $35 with the Weather Bureau making no charge for its part of the service because of the relief from the 900 or more telephone calls which the Bureau now has to handle.

In addition to this, the New York Telephone Company receives upwards of 40,000 requests for weather information every day.

J. T. Dalton has been appointed Sales Manager for Radio and Television of the Bendix Radio Division of Bendix Aviation Corporation. Mr. Dalton, who was Manager of Bendix distribution for the past three years, succeeds L. C. Truesdell, resigned.

Station WTMV, Mississippi Valley Broadcasting Co. of East St. Louis, Ill., has been designated for a hearing on its sale to Evansville On The Air, Inc., for a consideration of $320,000.

The vacuum-tube acceleration pick-up as developed at the National Bureau of Standards takes advantage of the effect of acceleration on the relative position of the electrodes in the tube. The tube contains a fixed, indirectly heated cathode with two plates, one on either side. The plates are elastically mounted to deflect in response to acceleration normal to the plane of the plates. Deflection of the plates causes a change in plate current proportional to the acceleration and such changes in current are recorded on a standard oscillograph.

Closely following the signing of a contract Tuesday by the Metropolitan Opera with the Columbia Recording Company for the recording of two complete operas a year from the stage of the Metropolitan, said to have the O.K. of Petrillo, RCA-Victor announced it would likewise record full length operas with Metropolitan singers.

A. T. & T. has been given the green light to use five micro-wave relay stations between New York and Philadelphia (two terminal stations and three intermediate) to further test the practicability of television program transmission, multi-channel telephone communications and other long distance services. The grants are for Experimental Class 2 operation; commercial service is not authorized. Similar authorizations are held by the same company for a microwave chain between Boston and New York.

Did you ever hear of Ambassador Radio? He is Pierre Radio, the new Argentine Ambassador to Spain.

Philco Corporation declared a quarterly dividend of 37½ cents, payable March 12 to holders of record February 28. This places the company on a $1.50 annual basis, compared with $1 in 1946.

The Federal Communications Commission has announced adoption of a Proposed Decision looking towards the denial of the following applications:

Harold Thomas, licensee of Station WATR, Waterbury, Conn. for construction permit to change transmitter site and studio location of station to Springfield, Mass., and increase power from 1 KW to 5 KW and install a new transmitter and directional antenna, operating unlimited time on 1320 kc.; and WMAS, Inc., licensee of Station WMAS, Springfield, Mass., for a construction permit to change frequency from 1450 to 1320 kc. and increase power from 250 watts to 5 KW and install a new transmitter and directional antenna.

The Commission also adopted an Order making final its Proposed Decision granting application of the '49er Broadcasting Company, for a new station at Grass Valley, Calif. to operate on 1400 kc., 250 watts, unlimited time, and denying the application of Town Talk Broadcasting Company seeking the same facilities.

Stimulated by the newly inaugurated Co-op Sales Awards Program, sales of cooperative programs by the American Broadcasting Company during January have shown a 46% increase over November 1946 bookings, according to Harold Day, Sales Manager of ABC's Co-Op Program Department.

The Chillum Heights Citizens Association in Washington opposed the installation of a 300-foot broadcast tower for a proposed new 1,000 watt daytime radio station on 1590 kc. in the suburbs of Washington, D.C. this week.

Richard Eaton, former WWDC news commentator and applicant for the operation of the station, assured the group his station would not "blanket" the area, as it had been felt it would.

"I wish to create a 'family' station", he said. "It is my wish to give the community a station mothers and fathers will not hesitate to let their children listen to - a station free of 'who-dunits' and other mystery story types."

Contents of Radio Age (RCA Quarterly) for January include: "Radio in 1946-47", Brig. General David Sarnoff; "Status of Color Television", Statements by Dr. C. B. Jolliffe, R. D. Kell and G. L. Beers; "Ship Radar Tested" by C. J. Pannill; "Modern Distribution", by Frank M. Folsom; "Making Tubes for Television"; "Advertising in the Public Interest", by Niles Trammell; "Radiotelegraph Traffic Doubled" by Thompson H. Mitchell, and "The Pocket Ear".

X X X X X X X X X X X

(Continued from Page 14 "Publisher Enthuses Over Facsimile; To Test It In Miami".

Commercial standards have not as yet been set by the Federal Communications Commission, and no revenue can be obtained from advertising until they are. Numerous advertisers have expressed a desire to utilize the new medium as soon as there is a sizable audience, and some have a notion they would like to broadcast sponsored pages or sections.

Present machines will transmit and receive four fax pages every 15 minutes - that's the equivalent of one full-size newspaper page; four an hour, or 96 if the receiver is left turned on all day. The paper cost alone, for such a "Sunday edition" of a metropolitan paper, would run around $1.

X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
W. S. HEDGES

INDEX TO ISSUE OF FEBRUARY 26, 1947

Kicks Coming In Aplenty About U. S. Broadcasts To Russia.....1

House Ban On Daylight Time Is Accepted By Senate Group.....3

WCCO-CBS Offers News Service To Minnesota Congressmen.....4
Radio Set Price Cut Called "Merchandising Stunt".....4

Asks FCC Approval For "World's Tallest Structure".....5

RCA Victor To Introduce Tele Sets In Los Angeles March 10.....6

Denny, FCC Chairman, To Address Institute Of Radio Engineers....7
Stanton Receives Award To CBS From Christians-Jews Group.....7
British Issue New Book Of World Broadcasting Stations.....7

Morris, Zenith Rep., Up For U. S. Chamber Commerce Director.....8

WAA Reveals Sale Of Two Radio Receiving Tube Plants.....9

War Communications Board Ended By President Truman.....10

U. S. Revises International Frequency Service Proposals.....11

BBC Again Signs Its $16,000,000 Sponsor - The Government.....12
Newspaper Circulation Boom Is Reported.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1764

KICKS COMING IN APLENTY ABOUT U.S. BROADCASTS TO RUSSIA

Reports coming in to Washington are that very few seem to be enthusiastic thus far about the U. S. Broadcasts to the Soviet Union - the Russians the least of all. The population of Russia, according to the latest figures furnished by the National Geographic Society, is 170,467,572. The British Broadcasting Corporation estimates there are 500,000 sets capable of hearing its daily Russian language programs. Charles W. Thayer, U. S. Foreign Service officer in New York, however, said the estimate of the number of receivers capable of picking up the transmissions from the United States varied from 10,000 to 2,000,000.

A dispatch to the New York Times from Moscow read:

"The United States Embassy's recent press release announcing the new program, has not been printed in the Moscow press. Most of the Russians who listened did so as a result of word-of-mouth information passed on by employees of the United States Embassy. It is impossible to say how many heard the broadcast. The Soviet-made Pioneer radio set can pick up the broadcast, but it has been estimated that about one in 1,000 Russians has this type of set. It is cheaper and easier in Moscow to plug in on an apartment house line and get the Moscow radio twenty-four hours a day.

An estimate credited to the State Department is that there are anywhere from 100,000 to several hundred thousand short-wave receivers in Russia today. These include sets which were impounded by the Soviet Government during the war and since have been returned, and receivers liberated by Red Army troops in Eastern Europe. In addition, the Moscow radio announced last Fall that 325,000 new sets would be distributed in the Soviet Union by the end of 1946, and the current Five-Year Plan calls for the production of 925,000 sets a year.

Probably the biggest black-eye the program has had was from Eddy Gilmore, head of the Moscow Bureau of the Associated Press. Received here Tuesday (February 25) and thus the latest work on the subject, Mr. Gilmore cabled:

"The 'Voice of America', the radio broadcast beamed to Russia by the United States State Department via Munich, appeared today (Feb. 24) to be yelling itself hoarse across the windy steppes with little effect.

"A number of Russians, interviewed after the first week of operation expressed these opinions:

1. Reception is very poor.
2. The programs are too highbrow.
3. There is considerable amateurishness.
4. The broadcasts are dull and uninteresting at times.
5. They do not sound American.

"Such Russians as have heard the program must be very few, because the broadcasts are so difficult to pick up. There is a great amount of interference and the program fades badly.

"This correspondent has found about 25 Russians who have heard the program. All said the broadcasts were not of general interest to the Russian public."

A previous dispatch from Moscow indicated the American program had gotten off to a poor start:

"It was a bad night for radio, atmospherically. All short-wave reception was poor. In addition, other stations - particularly French transmitter and a Russian one - blanked out the American broadcast occasionally.

"It is impossible to say definitely how many Russians listened to the broadcast, but from the quality of the reception and the lack of announcement in advance, this correspondent would guess that only the smallest percentage of Moscow residents heard it.* * *

"Such Soviet citizens as heard the initial program were those who had foreign friends to tell them of it, or those who happened to tune in by chance. A number of these pronounced the program generally interesting. Others criticized it either as too highbrow or too amateurish."

Signing himself "A Maine Republican", a reader wrote the Washington Post:

"The Associated Press Monday announced that the first broadcast beamed to the Soviet Union by the State Department 'presented a 2000-word dissertation on "States' rights" and a summary of world news interspersed with such tolk tunes as 'Turkey in the Straw' and 'Git Along Little Dogie'.' How many Russians stopped to listen to 2000 words on "States' rights" we do not know - but we can guess. We also can guess that they were impressed by 'Git Along Little Dogie' - and how.

"Is it not high time to put an end to this childish propaganda? Aside from the fact that no form of public appeal is so unconvincing as official propaganda, what earthly difference can it make to our relations with the Russians to inform them at the cost of some millions that the American States 'are healthy organisms created by historical forces'? Or that we have found 'a new cure for hay fever'?

"

"In his budget recommendations the President gives the actual expenditures of the State Department in 1946 as 81 millions, he estimates them for 1947 at 140 millions, and for 1948 at 173 millions. The figures seem fantastic, but they could be cut down a little by suppressing entirely the cultural and propaganda nonsense."

An article getting after the British Broadcasting Corporation appeared in the Russian magazine Culture and Life at the close of the first American broadcasts to Russia but didn't mention the latter. It was written by Eugenie Tarle, Soviet historian, and said the British propagandists could save themselves a lot of effort by sticking to informative items and dropping "their free course in education when broadcasting to Russia.

Professor Tarle said that Russian broadcasts from Britain deliberately juggled facts and transmitted "agitative, poisonous and slanderous items" in an effort to mislead the Soviet people.

"The British Broadcasting Corporation lends assistance to war incendiaries and reflects a spirit that is unfriendly toward the Soviet Union", the historian wrote.

X X X X X X X X X

HOUSE BAN ON DAYLIGHT TIME IS ACCEPTED BY SENATE GROUP

Daylight saving time for Washington this year was killed by a vote of 210-124 in the House.

Senate District Chairman C. Douglass Buck (R., Del.) said the vote had thrown the daylight saving plan "out the window". He said his Committee will probably drop the measure, too and individual Senators gave the impression that daylight saving time this year was dead. The Senate District Committee, after a poll of members, decided to postpone decision for an indefinite period.

House District Chairman Everett Dirksen (R., Ill.), who led the House fight for approval od daylight saving time here, interpreted the vote this way.

"Folks in the District are not sufficient to overwhelm the farmers, even though the farmers are not affected by daylight saving time here."

His interpretation referred to these two facts:

1. A majority of Washington residents wanted daylight saving time, according to a poll by the Washington Post cited by Dirksen during debate.

2. Representative Howard W. Smith (D., Va.) and other House members from New York, California, Arkansas, and Minnesota protested that daylight saving time hurts the farmers.

On the final roll call, 85 Republicans and 39 Democrats voted for daylight saving time in Washington. Voting against the plan were 110 Republicans and 100 Democrats.

The vote came not on a plan to establish daylight saving time for the District every Summer, but on a proposal to try it this Summer only. The one-year trial was proposed by Representative Dirksen after Representative Smith had announced he would seek this limitation.

WCCO-CBS OFFERS NEWS SERVICE TO MINNESOTA CONGRESSMEN

Station management of WCCO-CBS, Minneapolis-St. Paul, hosted members of the Minnesota delegation in Congress in Washington last week, to offer CBS and station facilities to the legislators for radio reports to the voters of the State.

Addressing the delegation at the dinner, WCCO General Manager A. E. Joscelyn declared:

"WCCO is the only radio station which covers the entire State of Minnesota. This coverage gives the station a terrific responsibility to its listeners. We at WCCO are convinced that this responsibility obliges us to ask our Representatives in Congress for suggestions and improvements on our service to provide the citizens of Minnesota with the most complete and direct information possible on the activities of our Minnesota representatives in Congress. We therefore wish to offer the CBS newsroom and facilities in Washington as a liaison between the Minnesota delegation and their constituents."

The first Northwest radio station to offer such a service, WCCO and CBS executives at the meeting reported the Congressmen gave unqualified approval to the proposal.

Plans were made at the meeting for a weekly round table of opinion by the legislators to be transcribed at the Capitol for broadcast over WCCO. Teletype facilities from the CBS Washington News Bureau to WCCO will be utilized as part of the news service for expression of legislative opinion on WCCO news shows, Mr. Joscelyn said.

Among those present at the dinner besides Mr. Joscelyn were Senator Edward J. Thye; Representatives A. A. Andresen, G. MacKinnon, W. H. Judd, H. Knutson and J. A. Blatnik; Earl H. Gammons, CBS Vice-President and Eric Sevareid, Chief of the CBS Washington News Bureau.

X X X X X X X X X

RADIO SET PRICE CUT CALLED "MERCHANDISING STUNT"

If a long-established radio manufacturer is able to maintain its recently announced 20 per cent reduction on a table model set "for any length of time" other well-known manufacturers will have to follow suit, a wholesale spokesman said to the New York Times Tuesday. He indicated, however, that such suppliers feel that the move may be a "merchandising stunt" by the organization in question and will not be permanent. Wholesalers state that this explains failure of other quality producers to notify them of possible reductions.

(Editor's Note: This evidently refers to the reduction from $49.95 to $39.95 in its portable radio model announced last week by the Emerson Radio and Phonograph Corporation.)

X X X X X X X X

ASKS FCC APPROVAL FOR "WORLD'S TALLEST STRUCTURE"

The building of the highest structure in the world at Des Moines, Iowa, to carry frequency modulation radio programs to a great Midwest audience is incorporated in plans revealed in Washington yesterday (Tuesday, February 25) by T.A.M. Craven, Vice-President of the Cowles Broadcasting Company.

Commander Craven disclosed that an application had been filed with the Federal Communications Commission for approval to construct an FM tower 1530 feet high for Station KRNT-FM.

The tower, reaching more than a quarter of a mile into the sky would be higher than the Eiffel Tower in Paris or the Empire State Building in New York City. It would be longer than the span of the Brooklyn Bridge or the length of the liners QUEEN MARY and QUEEN ELIZABETH - all under 1500 feet.

The FCC has already authorized KRNT-FM to broadcast with the power of 157,000 watts. The extra height of the proposed tower would increase the normal coverage and bring to a much larger rural and town audience the advantages of FM service. Cowles engineers have indicated that KRNT-FM, when put in operation, will carry noise-free, high fidelity FM programs to listeners within a radius of more than 100 miles from Des Moines. This would give the Dowles Broadcasting Company's Des Moines station much greater coverage than the average FM station in this country not located on a high mountain.

The Des Moines FM station will service Midwest FM set owners from Des Moines to the north boundary of Iowa and for some distance beyond the south boundary of the State.

The new KRNT-FM studios will be built in the KRNT Radio Theater, a Cowles property in Des Moines, housing America's largest legitimate theater. New studios for KRNT (AM) are also planned for this building. Present KRNT studios occupy two floors of the Register and Tribune Building.

This concentration of radio (AM and FM) studios and theater activities - with television a possible later development - is in line with plans of the Cowles Broadcasting Company to develop its Des Moines entertainment enterprises into "radio center" proportions for Iowans.

The proposed KRNT-FM tower is the highest radio tower construction since WNAX, the Cowles AM station in Yankton, South Dakota, erected a 927 foot antenna in 1943. The Yankton tower attracted national attention when it was dedicated as "the world's tallest" to the "Typical Midwest Farmer", whose efforts in raising food assisted materially in winning World War II.

X X X X X X X X

Release Date - Thursday, P.M., Feb. 27

RCA VICTOR TO INTRODUCE TELE SETS IN LOS ANGELES MARCH 10

The first television receivers to be introduced in the Los Angeles area in substantial quantities will be offered to the public Monday, March 10th, it was revealed at a two-day series of dealer meetings concluded today (February 27) in Los Angeles by executives of the RCA Victor Division of the Radio Corporation of America and the Leo J. Meyberg Company, RCA Victor distributor in that region.

Several carloads of RCA Victor television receivers will arrive there for "T" (Television)-Day, on which sale of the receivers in Los Angeles will be initiated Monday, March 10th.

To demonstrate the receivers, special broadcasts from the Paramount Pictures television station, KTLA, were presented for these meetings. The two models shown at the sessions, which will be the first placed on sale in Los Angeles, are table model RCA Victor receivers, both of which are capable of receiving programs on all 13 channels allocated to television by the Federal Communications Commission.

These sets feature the RCA Victor Eye Witness Picture Synchronizer - a new scientific development in television receiver design which locks the receiver in tune with the sending station and greatly increases the steadiness of the pictures. One of the table models to be offered March 10 has a picture area of 23 square inches. The other presents a picture 52 square inches in size.

The former is priced at $250 in walnut and $260 in blonde, the latter is $375 in walnut finish. These prices are exclusive of the company's Television Owner's policy which covers cost of antenna and installation of receiver and antenna plus a year's service and maintenance of the sets. This policy is offered with the receiver for a flat nominal fee.

Two other television receivers to be introduced to this market later in 1947 were also shown to the dealers. One of these is a complete home entertainment unit which incorporates a 52 square inch television screen with standard broadcast, FM, and international short wave radio, and a Victrola phonograph. The latter features an automatic record changer capable of handling up to 12 records and a silent Sapphire tone arm with a permanent playing point. This console also has generous record storage space. The other, which also includes 3-band radio reception, presents a television picture 300 square inches in size - almost as large as a newspaper page.

X X X X X X X X X X

DENNY, FCC CHAIRMAN, TO ADDRESS INSTITUTE OF RADIO ENGINEERS

Charles E. Denny, Chairman of the Federal Communications Commission, will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 National Convention, to be held in New York from next Monday until the following Thursday, March 3-6. The banquet will be Wednesday evening in the grand ballroom of the Hotel Commodore.

Frederick R. Lack, Vice-President of Western Electric Co. will act as toastmaster. The 1947 Institute Medal of Honor, the 1947 and the deferred 1947 Morris Liebman Memorial Prizes, the 1947 Browder J. Thompson Memorial Award, and Fellowships given by the Institute will be announced at the banquet.

On Tuesday, the President's luncheon will honor the incoming 1947 President of the Institute, Dr. W. R. G. Baker, Vice-President in Charge of Research of General Electric Co. Dr. Baker will be introduced by Dr. Frederick B. Llewellyn of Bell Telephone Laboratories, toastmaster and retiring 1946 President of the I.R.E. Vice-Admiral Charles A. Lockwood will be the guest speaker at the luncheon.

Also present at the President's luncheon will be the newly elected members of the Board of Directors of the Institute - J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith Radio Corporation; F. R. Lack, Vice-President of Western Electric Co.; J. R. Poppele, Vice-President and Secretary of Bamberger Broadcasting Service and D. B. Smith, Director of Research of Philco Corp.

X X X X X X X X X X

STANTON RECEIVES AWARD TO CBS FROM CHRISTIANS-JEWS GROUP

"We have always recognized as a primary responsibility the dedication of radio to national unity, understanding, and harmony among all groups of American people", Frank Stanton, President of the Columbia Broadcasting System, declared last Saturday.

His talk was part of a special CBS broadcast on which the American Brotherhood Award of the National Conference of Christians and Jews, given annually for the best single network program on human relations, was awarded for 1946 to Columbia network's "Assignment Home" drama, "The Biggest Crime".

X X X X X X X X X X

BRITISH ISSUE NEW BOOK OF WORLD BROADCASTING STATIONS

The broadcasting stations of 74 countries as well as the long and medium wave stations of every country in Europe, are detailed in a new booklet "Broadcasting Stations of the World", published by Iliffe & Sons, Ltd. (Price 1s 0d. net.) The booklet gives the frequencies, wavelengths, powers of over 1000 stations, classifying them both in order of frequency and geographically.

X X X X X X X X X X

MORRIS, ZENITH REP., UP FOR U. S. CHAMBER COMMERCE DIRECTOR

Judging from his past progress in civic affairs, a man liable to follow in the footsteps of Eric Johnston (who was also a Zenith distributor) as President of the Chamber of Commerce of the United States is Edgar Morris, Zenith radio distributor of Washington, D. C. He has just been nominated to represent the Third Regional District as a Director of the Chamber of Commerce of the United States. The presidency is several rungs up the ladder but if Mr. Morris, who is already serving as National Councillor of the National Chamber, is elected a Director, as seems very likely at this writing, it should not take him long to reach the top if he keeps up his present pace.

One of Washington's outstanding successful business men, he has held virtually every office in the Washington Board of Trade, up to and including the presidency in 1936. Since that time he has been Chairman of the Greater National Capital Committee - one of the largest and most successful convention and tourist bureaus in the United States.

Mr. Morris has also served as a Director of the Southern Gas Association, President of the Kiwanis Club of Washington, a Trustee of American University, Chairman of the United States Jury Commission, a member of the Tax Advisory Committee for the District of Columbia and the Citizens' Efficiency Committee for the District of Columbia. He is currently Chairman of the Board of Public Welfare of the District of Columbia. He is likewise Vice-President of the Security Finance Corporation, a Director of the Mutual Fire Insurance Company, and a member of the Advisory Board of the American Security and Trust Company.

Mr. Morris' petition for nomination has been endorsed by the following:

Admiral Emory S. Land, President Air Transport Association of America; Robert W. McChesney, President, National Electrical Contractors' Association; John A. Logan, President, National Association of Food Chains; Granville Gude, President, Society of American Florists and Horticulturists and numerous others.

Likewise his nomination has been approved by the head of every important commercial organization in Washington and by these officials from his native State of South Carolina:

James M. Hagood, President, Chamber of Commerce of Charleston; Henry F. Jumper, President, Chamber of Commerce of Columbia; William W. Pate, President, Chamber of Commerce of Greenville, and Ashley C. Tobias, President, Organized Business, Columbia.

Mr. Morris came into the world-wide spotlight in connection with the International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee of which he is Chairman.

Participants of the broadcast are children from the Embassies and Legations in Washington who extend Christmas greetings to the children of the United States from the children of their homeland. In many instances, the representative of a country is the son or daughter of its Ambassador or Minister which always insures a large turnout of the Diplomatic Corps.

The United States is always represented by a child of a high ranking Government official. Jimmy, son of the Secretary of the Interior and Mrs. Julius A. Krug, extended greetings to the children of the world on behalf of the children of the United States during the 1946 program.

To add to the colorful setting for the broadcast, the participants are dressed in the costume of their country and the scene is always enlivened by the U. S. Marine Band under Capt. William Santelmann playing Christmas songs of all nations.

For the first time last year the International Christmas broadcast was televised in addition to being carried over an ABC coast-to-coast network and short-waved to foreign countries.

The Third Regional District for which Mr. Morris is nominated includes Virginia, West Virginia, North and South Carolina and the District of Columbia. The outcome of the election is being watched with particular interest in view of the fact that the Director representing the Third District has not come from the Washington area in more than ten years.

X X X X X X X X X X

WAA REVEALS SALE OF TWO RADIO RECEIVING TUBE PLANTS

The War Assets Administration announced last week the sale of two radio receiving-tube plants. One, located at Bowling Green, Ky., was sold to the Electra Voice Corporation for $781,000. The other, located at Tell City, Ind., was sold to General Electric Corporation for $851,000.

The Bowling Green plant cost the Government about $1,061,481; the Tell City plant about $1,032,585. Both were operated during the war by General Electric.

Both purchase prices were the highest offers received. In the Bowling Green transaction, consideration was given to the small business position of Electra Voice, while in the Tell City sale, the fact that 1,000 persons are employed at "feeder" plants wholly owned by General Electric was given prime consideration. The two properties were the only receiving-tube plants in which the fabricating machinery and equipment was also owned by the Government and both will continue to be used to produce this item.

X X X X X X X X X

WAR COMMUNICATIONS BOARD ENDED BY PRESIDENT TRUMAN

The Board of War Communications, having concluded its task of coordinating the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security, was abolished this week by Executive Order of the President. Simultaneously, it cancelled its remaining orders and instructions and issued the following statement of appreciation for cooperation in its wartime task:

"American communications constituted a vital and mighty weapon of war.

"The mission of the Board of War Communications was to coordinate the nation's far-flung communications resources so that this weapon could be forged into its maximum effectiveness.

"In accomplishing this mission, the Board has had the all-out cooperation of industry, labor and the government agencies involved. While the Board had broad powers to commandeer communications facilities for the war effort and the public safety, we are glad to state that such action was necessary in only one relatively minor instance.

"The American genius for teamwork, initiative and fair play shone brighter in no other field of wartime endeavor.

"The Board hereby expresses its appreciation to all the industries, the labor unions, and the Government agencies who rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The Board was originally created as the Defense Communications Board by Executive Order on September 24, 1940, to serve basically as a planning agency in connection with the nation's rapidly growing defense program. It was established to determine, coordinate and prepare plans for the national defense "for and during any national emergency". These plans were to cover the needs of the armed forces, of other governmental agencies, and of industry.

The Chairman of the Federal Communications Commission was named Chairman of the Board. Other members were the Chief Signal Officer of the Army, the Chief of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury.

Three days after Pearl Harbor - on December 10, 1941 - the President delegated to the Board his wartime powers relating to radio communications. The new Executive Order recited that Section 606 of the Communications Act authorized the President in case of war to close any radio station, remove its apparatus and equipment, to order its use by any agency of the Government, to direct preference and priority for communications essential to the national defense. The Board subsequently became the Board of War Communications.

X X X X X X X X

U.S. REVISES INTERNATIONAL FREQUENCY SERVICE PROPOSALS

Recently the preparatory committee for the forthcoming International Telecommunications Conference, under the sponsorship of the Department of State, reviewed the frequency service-allocation proposal of the United States for the entire spectrum, 10 kilocycles to 30,000 megacycles, and effected certain modifications in the proposal. These may be summarized as follows:

1. A band has been added for the navigational service, between 10 and 14 kc.
2. Coastal telegraph stations are permitted in the band 14-100 kc.
3. An appropriate remark has been inserted opposite the band 200-280 kc. to indicate that the U.S. intends this band ultimately for a long distance aid.
4. The loran allocation between 1800 and 2000 kc. has been ~~34 Jobbed~~ revised to indicate the regional nature of loran in any given area, and to indicate the degree of sharing which may be possible on a non-interference basis to loran.
5. An appropriate note has been inserted following the frequency 4000 kc. to indicate the intention of the United States with respect to tropical broadcasting.
6. The aeronautical mobile route band 16,490-16,540 kc. has been shifted to 15,300-15,350 kc.
7. The aeronautical mobile route band 17,980-18,040 kc. has been made available for sharing by the aeronautical fixed service.
8. An additional high frequency broadcasting band has been added at the request of the Department of State between 25,600 and 26,100 kc.
9. The band 27,185-27,455 kc has been widened to 27,160-27,480 kc., to be primarily for the use of the industrial, scientific and medical service, with sharing permitted by the amateur, fixed and mobile services.
10. The power limitation in the band 29.7-30 Mc has been eliminated.
11. The Commission's recent announcement regarding the frequency 2450 Mc for the use of the industrial, scientific and medical service has been appropriately incorporated.
12. Some slight adjustments were made in the high frequency maritime mobile service-allocations as follows:
    (a) The 4 Mc band now starts at 4133 kc rather than 4135 kc, and the starting points at 6, 8, 12 and 16 Mc have been adjusted accordingly. The 2 Mc ship telegraph band was shifted to 2065-2105 kc.
    (b) The ship telegraph bands have been widened by 20 kc at 4 Mc and pro rata according to the harmonic relationship previously established for the ship telegraph bands at 6, 8, 12 and 16 Mc.

12. (c) The 4 Mc coastal telegraph band has been reduced by 40 kc.
(d) The 4 Mc ship telephone band and its associated coastal telephone band have each been reduced by 5 kc.
(e) 8350 kc was selected for the ultimate air-sea rescue frequency.

The Federal Communications Commission has indicated its approval of the foregoing changes to the Department of State and has been advised that the United States expects to transmit its proposal for frequency service-allocations to the Bureau of the International Telecommunications Union for circulation to the member states of that body in the immediate future.

Any statements or comments which any person may wish to submit to the Commission with respect to these changes will be examined and given due consideration. The Commission is, of course, continuing its study of all the problems involved in the frequency allocations to the various services.

X X X X X X X X X X

BBC AGAIN SIGNS ITS $16,000,000 SPONSOR - THE GOVERNMENT

After more than the usual bluster during which all kinds if charges were made, Parliament has again voted the British Broadcasting Corporation its $16,000,000 subsidy. Some members of Parliament accused the BBC of Socialistic bias and alleged that members of its staff were being bribed to plug popular songs.

Mrs. Jean Mann, a Laborite from Coatbridge, started the attack by accusing "Itma", a comedy-variety show that has more listeners than any other BBC program, of insulting Scotswomen.

"This program has a Scots girl who is supposed to be falling off her head for that little twerp called 'Itma'," Mrs. Mann said. "In my generation no Scotswoman would have looked at him twice"

Walter Elliott, a Conservative, then complained that for 40 days and 40 nights "BBC rains Bing Crosby on the heads of the people."

X X X X X X X X X X

NEWSPAPER CIRCULATION BOOM IS REPORTED

Newspaper circulation rose 5.2 per cent over 1945 to a record high of 50,927,500 in 1946.

The Editor and Publisher reported the morning dailies had an increase of 6.7 per cent to a total of 20,545,908. Afternoon dailies jumped their circulation 4.2 per cent to the total of 30,381,597. The greatest gain - 9.5 per cent - was shown by Sunday newspapers, which reached a circulation of 43,665,364.

Publication of 28 new newspapers and the suspension of 14 established dailies left a gain of 14 for the year. At the end of 1946 there were 1763 United States dailies, of which 334 were morning papers and 1429 were evening papers.

X X X X X X X X X X X

SCISSORS AND PASTE

TV Requires New Political Technique - "A Man Who" Is Out
(Larry Wolters in "Chicago Tribune")

Chicago's television audience got a preview of what television may do to politics when Ald, Moss (5th) appeared before WBKB's cameras. This was the first politically sponsored telecast in Illinois.

If the 5th ward is average, it has only around 20 television receivers (since about 1,000 have been distributed in Chicago), so the outcome of Moss' campaign for reelection probably does not hinge on his television appeal. But as a political experiment - a precursor of other such ventures that must inevitably follow - the technique he employed is worth examining.

Televiewers found themselves meeting Moss and Bob Elson, comfortably ensconced in easy chairs opposite each other in front of a fireplace. It was easy to imagine that Moss had dropped in for a call on you. Elson asked questions; Moss answered them informally and without any recourse to a script or figures. * * * *

They conversed in a completely natural manner about housing, schools, ward improvements, city finances, and other issues.*** Moss talked about his youth and long residence in the war. Unlike so many television speakers, he was completely at ease before the cameras. His appearance was good - and that is something that can't be said of all politicians. * * *

Clearly the day is fading when a political spokesman may introduce his candidate with "a man who -" and then let him unleash a blast of oratory. That just won't do in television. Others will be braving this new medium. We shall watch their approach to the camera with interest. It will have to be good to beat Moss' pioneer effort.

- - - - - - - - - - - - -

It Even Had Marconi Guessing
(Bart Hodges in "Washington Post")

"In the days before the recent war I used to visit the late Guglielmo Marconi and often witnessed the experiments in which he was engaged", said David Sarnoff, of the Radio Corporation of America. "On my last visit, the great inventor of radio was experimenting with short waves, endeavoring to perfect wireless communication with Australia from the English Channel.

"I couldn't be of much help as a scientist, but I was a little useful just as an operator. I'd sit at the huge set Marconi had constructed on his yacht and communicate with stations in Australia.

"On one occasion he worked until five in the morning. Leaving the laboratory to retire, Marconi paused and stared fixedly at the radio set. Then he turned to me and said, 'David, there's one thing I'd like to know about radio before I die.'

"Heavy with sleep though they were, my eyes popped. 'There's something about radio you don't know!' I gasped. 'What could that be?'

"Marconi again looked at his set. After a moment he said, 'Why does it work?'"

- - - - - - - - - - - -

Soviet Radio Being Forced Into Ideological Dog House

(Drew Middleton - "New York Times")

Culture and Life, organ of agitation of the Propaganda Committee of the Central Committee of the Communist Party rapped Soviet radio for its monotonous music, dry language and average performers.

The Radio Committee that heads the Soviet system was urged to eliminate "weak" ideological works and to remember that radio is an important means for the ideological education of the workers.

* * * * * * * *

Sixty per cent of radio time is devoted to music; 8.6 per cent to literature; 19.4 per cent to politics and science, and 7.9 per cent to children. What happens in the remaining 4.1 per cent of the time Mr. Puznin, Chairman of the Radio Committee, doesn't mention, but it isn't taken up by commercial plugs.

The Radio Committee has been instructed to eliminate certain defects in broadcasting. Special attention is to be paid to illuminating the economic, political and cultural life of the Soviet Union, to propaganda for the Five Year Plan, to reports of Labor's heroism and to insistence on the tenacity of the Soviet people in surmounting the difficulties of the post-war period. Besides, it will popularize the methods of the best collective farms and industrial plants that have overfulfilled their production quotas.

Thus, radio, youngest of the informative arts, will follow the press and theatre along the path laid down by the Central Committee toward a 100 per cent ideological content.

- - - - - - - - - - - -

Holds Television Better Than Madison Square Garden Seat

(Robert D. Levitt in "Tide")

It may be argued that there will always be enough sports and theatre fans to fill up the seats. But, particularly in sports, television is actually better than a seat in the Yankee Stadium or Madison Square Garden. It would be hard to convince anyone who saw the recent Louis-Conn fight televised that he should spend $50 a seat to get to the event.

X X X X X X X X X X X

TRADE NOTES

J. Leonard Reinsch, President Truman's radio advisor, and Manager of former Governor Cox's broadcasting stations, will acompany Mr. Truman to Mexico and possibly to the Caribbean.

The Farnsworth Television & Radio Corporation has announced production of two new FM-AM phonograph-radios, Models GK-102 and GK-141. First shipments will begin reaching distributors and dealers in March.

According to E. H. Vogel, Farnsworth Vice-President in Charge of Sales, production is expected to increase steadily during the next few months, and additional FM-AM phonograph-radio models will be introduced by Summer.

Directors of Station WJR, Detroit, have voted payment of a quarterly dividend of twenty-five cents per share payable March 7, 1947, to stockholders of record February 27, 1947.

Gordon Music Company was expelled from the American Society of Composers, Authors and Publishers on the recommendation of the Society's Complaint Committee.

The Complaint was based upon the use of the name and seal of the Society, in soliciting funds from amateur song writers in connection with the music publishing business of the Gordon Music Company, of Los Angeles.

A warning against such practices was sent by John G. Paine, General Manager to the Society's membership, last November.

Marc Leeds Seventy Shop, Chicago, florists, have signed a year's contract for a 15-minute, weekly program on WGNB, Chicago, WGN's FM station.

The Madison, Wis. Fire Department is installing its own three-way FM radio system on a waveband separate from policy. The system is said to be one of the first in which firemen operate three-way radio independently of local police or other radio wavelengths. It permits communications not only between station and mobile units in the field, but between mobile units and the headquarters station.

The Federal Communications Commission has 1400 employees now as against a pre-war of 600.

Washington broadcasting stations came to the rescue when breaks in the natural gas line resulted in a critical situation during a snowstorm period in Washington, D.C. over the Washington's Birthday week-end. As soon as the facts were known, announcements were broadcast urging curtailment in the use of gas resulting in an immediate response on the part of the public.

Despite protests by four citizens' groups, the District Commissioners Tuesday approved unanimously a waiver of zoning regulations to permit construction of a 310-foot radio tower in the Chillum Heights area of Washington, D. C.

Richard Eaton, formerly of WWDC, Washington, said he planned to begin work immediately on the tower, which will serve the new 1000-watt Station WOOK. Arrangements have been completed for the station's main studios at Silver Spring, Md. and Washington studios in Hotel 2400.

Broadcasts from the station will begin within a week after the tower is completed, Mr. Eaton estimated. "We hope to be on the air by the last of March or the first of April."

Prominent in the almanacs now being distributed by WGN, Chicago, is a quotation from an address by Col. Robert R. McCormick on a Theater of the Air broadcast last Fall: "American radio belongs to the American public, and we consider it a sacred trust."

The Federal Communication Commission figures that 21,000,000 Americans are still not being satisfactorily served by the present standard broadcast stations.

ABC's executive television producer, Harvey Marlowe, will address the Annual Radio Conference at the University of Oklahoma in Norman, Okla., this week. He will discuss "Production Problems In Television".

Sales Aid Catalogs on RCA, RCA Victor, and Cunningham tube brands, designed to give distributors and their dealer and servicemen customers a concise summary of the range of tube promotional material have been released to distributors.

The Federal Communications Commission has authorized the total construction of 16,500 miles of coaxial cable capable of carryint television programs.

Expansion in the broadcast services as shown at the fiscal year's end, according to the FCC:

Standard: 961 existing stations, 254 construction permits issued, 659 applications pending; frequency modulation (FM): 55 existing stations, 456 construction permits or conditional grants issued, 250 applications pending; television: 6 existing stations, 24 construction permits issued, 40 applications pending.

Since the close of the war, more than 200,000 applications covering 40 categories of radio service have been received, and nearly 200,000 authorizations issued. The result is that, at the close of the calendar year 1946, the total number of licensees and permittees was nearing 530,000.

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
MAR 6 1947
FRANK E. MULLER

RECEIVED
MAR 10 1947
J. M. MACDONALD

INDEX TO ISSUE OF MARCH 5, 1947

McCormick Champions FM; Puts Kibosh On Studio Audiences.....1

CPA Predicts Increased Radio-Record, TV Set Production.....2

WBBM Wins Willkie Award; First Presidential Presentation.....3

Trammell Sees Coast-To-Coast TV Soon; Coax Cable Rushed.....4

McCosker's Plans As Yet Unannounced; With WOR 23 Years.....5

Commentators Join Press At White House Writers' Dinner.....6
Would Not Allow Subversives To Turn Radio Against U. S.....6

Pioneering Of WLW's Past 25 Years Called Future Blueprint.....7

Admonishes Broadcasters And Radio Manufacturers.....8

Regarding Antennas For FM Sets.....11

Milwaukee Joins The Television Procession.....12
RCA Installs Powerful Transmitter For Station XERF In Mexico...12

Scissors And Paste.....13

Trade Notes.....15

No. 1765

McCORMICK CHAMPIONS FM; PUTS KIBOSH ON STUDIO AUDIENCES

The first owner of a major standard broadcasting station to come out for FM, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, declared in an address over WGN that a new era is opening up in radio - the era of frequency modulation. Colonel McCormick spoke on a special program titled "The FM Miracle" presented by WGN as a salute to WGN's FM station, WGNB, which is beginning a greatly expanded program operation. WGNB henceforth will be on the air from 11 A.M. to 11 P.M., an extension of five hours daily.

Colonel McCormick, who more and more seems to be taking the lead in radio matters, set another precedent last week in abandoning the huge studio audience which WGN has built up in the "Chicago Theatre of the Air" to enable the station to give a better broadcast to the outside listeners. It was explained that WGN's technical and production staffs have maintained that by eliminating the public address system necessary for studio audience, they will be able to arrange new microphone setups doing full justice to the great symphony orchestra, chorus, and soloists.

With regard to FM, Colonel McCormick said:

"Less than 30 years ago radio began in this country as a scattered group of local stations. Each of these stations produced its own programs and depended, almost exclusively, on local talent. In a little over 20 years those plans have been abandoned. Station independence has been virtually forfeited. In most stations virtually all origination has been abandoned and programs piped in from New York.

"Our creed at WGN and WGNB has always been that a station's first duty is to its own community. Chicago is too large a city to become a flag stop. WGN and WGNB will continue to produce their own programs.

"Standard or AM broadcasting stations in the United States have ranges extending into hundreds of miles. Now a new era is opening up - the era of frequency modulation! AM transmission and FM transmission overlap. FM is best for local use, but only AM extends well beyond the city limits. The combination of the two will give the greatest service to the public possible in radio. It should not be prevented either by selfish political or selfish personal reasons.

"From a practical standpoint, the same programs from the same ownership should go out over both AM and FM. In that way city residents will hear their programs free of static, while people living farther away will still have the benefit of the best programs procurable."

An explanation of what FM is, how it was developed and what it is expected to mean to the listening public was told in a dramatic presentation titled "The Saga of FM".

The cast included Norman Gottschalk as Marconi; Burr Lee as Maj. Edwin Armstrong, the inventor of FM; Carl Kroenke, as a scientist who said "it couldn't be done", and Hope Summers as a typical announcer.

On the morning of the broadcast, Larry Wolters, Radio Editor of the Tribune, called attention to it as follows:

"We receive many inquiries asking: 'How can we get WGNB on our radio?' WGNB is WGN's sister FM (frequency modulation station) and no one can hear it without an FM band on his radio. Most radios don't have these, but more FM sets coming on the market every day.

"Every one, who is in doubt or puzzled by or curious about FM, might well listen to WGN from 7:30 to 8 tonight. At this time WGN, a standard station which can be heard on any radio, will endeavor to explain through drama, narrative, and music 'The FM Miracle.' "

The "Chicago Theatre of the Air" which henceforth will be broadcast without studio guests, was started in May 1940. It has played to studio audiences totaling more than 1,300,000. Future broadcasts will come from WGN studios. An exception will be made on March 22, when the show will be aired from Medinah temple as a feature of the Jewel Tea company's 15th anniversary party.

"We're sorry to abandon our studio audience policy", said Henry Weber, musical director of WGN and the Theater of the Air, "but we believe by so doing we can add enjoyment to all listening at home.

"Let's look at it objectively. In Medinah temple, where we have been holding the 'Theatre of the Air' broadcasts, we can accommodate 4,500 people; our WGN studio-theater seats around 600. Contrast either of these figures with the millions of WGN and Mutual network listeners who will benefit from our new, improved broadcasting technique. Out of this experiment in new pickup techniques we undoubtedly will gain information useful to the entire radio industry."

X X X X X X X X X X

CPA PREDICTS INCREASED RADIO-RECORD, TV SET PRODUCTION

Radio manufacturers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to the Civilian Production Administration 1947 Production Outlook. Production of table sets has already reached a record monthly rate almost twice the average of 1940-1941, and current demand is now apparently being met. Increases in car radio production will be possible as fast as steel is made available for cases, mountings and parts.

X X X X X X X X X

WBBM WINS WILLKIE AWARD; FIRST PRESIDENTIAL PRESENTATION

The first time a broadcasting station has received this distinction and, so far as known, the first time an award to a radio station has been presented by the President of the United States, the national spotlight was turned on WBBM of Chicago last Friday night when that station was named in a special category in Washington of "The Wendell L. Willkie Negro Journalism Awards". H. Leslie Atlass, of Chicago, Vice-President of the Columbia Broadcasting System's Central Division, received the certificate from President Truman personally who commended the work of WBBM in cooperating with the Chicago Defender, Negro newspaper, in presenting a weekly program "Democracy, U.S.A." which dramatizes the lives of outstanding Negroes who have contributed to America's progress.

Among the speakers at the dinner attended by Mrs. Willkie, her son Philip and Wilbur Forrest, President of the American Society of Newspaper Editors, were Associate Justice Felix Frankfurter and Frank L. Stanley, President of the Negro Publishers' Association. Douglas Southall Freeman, Richmond editor, presided.

In presenting the awards, President Truman said the Negro press had amply demonstrated its capability for courageous constructive reporting and editorial writing.

Described as one of the most vital advancements in radio programming, WBBM's "Democracy, U.S.A." was pointed to as having grown in importance and meaning since its first broadcast on May 4, 1946. Since that time, the program has won editorial praise throughout the nation and numerous awards, including those from the Chicago Mayor's Commission on Human Relations, the National Association for Advancement of Colored People and the Chicago Council Against Racial and Religious Discrimination.

In presenting the award to WBBM and the Chicago Defender, the Executive Committee of the Willkie Board of Directors created a special category in addition to the three which cited Negro newspapermen for their work in 1946.

Since its beginning, "Democracy, U.S.A." has dramatized the lives of more than a score of Negro men and women who have made notable achievements in the fields of education, music, drama, science, government and social welfare. In the closing three minutes of each program, the person portrayed in the radio drama is introduced for a short talk on race relations. Among those whose life sories have been heard on the program have been: Paul Robeson, Langston Hughes, Ralph Metcalfe, Dr. Charles Wesley, Duke Ellington, Mrs. Emma Clarissa Clement, Lionel Hampton, Dr. Lloyd Augustus Hall and Joe Louis.

Recognizing the potential role of radio as a public instrument for the bettering of human relations and as a weapon in the fight against all forms of prejudice and discrimination, WBBM Director of Public Relations Don E. Kelley, conceived the idea for the program and worked it out with WBBM executives and the pub-

lishers of the Chicago Defender. From a program which began as a humble plea for racial tolerance, the weekly series grew to an award-winning achievement.

Dr. James W. Yard, Director of the National Conference of Christians and Jews, recently endorsed "Democracy, U.S.A." when he recommended that Sunday school classes in the Chicago area devote part of their time to listening to the program which he called "a fine education in race relations".

As a departure from its regular format, the program series has recently introduced special broadcasts which pay tribute to white men who have advanced the welfare of the Negro race.

"Democracy, U.S.A." is heard each Sunday on WBBM, 10:30 to 10:45 A.M., CST.

X X X X X X X X X X

TRAMMELL SEES COAST-TO-COAST TV SOON; COAX CABLE RUSHED

Simultaneously with the prediction of Niles Trammell, President of the National Broadcasting Company that the creation of a coast-to-coast television network is only a few years away, is the news that an unusual effort is being exerted by the American Telephone and Telegraph Company to extend to the Pacific Coast the new co-axial cable which is capable of carrying television programs. This new coaxial is being laid over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several of the intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled to be completed by the early Fall of 1947.

Mr. Trammell, in an address marking the 25th anniversary of General Electric's station WGY at Schenectady, said:

"And now, 25 years later, history is repeating itself, as the great new art and industry of television begins to develop into a nationwide service to the public. WGY has its young brother in television - Station WRGB established by the General Electric Company before the war - which has been pioneering in the broadcasting of sight-and-sound just as WGY did in sound alone. * * *

"The first television network operation in history was a two-station hookup between WNBT in New York and WRGB in Schenectady on January 12, 1940, more than seven years ago. Only last year, with the inauguration of the co-axial cable between New York and Washington, the network expanded into a four city operation, including Philadelphia.* * *

"By the end of this year it is expected that a station in Baltimore and several in New England will have joined the Atlantic coast network. Regional networks in other parts of the United States will be established in the near future, and the creation of a coast-to-coast television network is only a few years away."

McCOSKER'S PLANS AS YET UNANNOUNCED; WITH WOR 23 YEARS

Whether Alfred J. McCosker, one of the best known and most popular executives in the broadcasting industry - an outstanding pioneer - who resigned as Chairman of WOR (Bamberger Broadcasting Services, Inc.), New York last week, which position he has held since 1933, will continue as Chairman of the Mutual Broadcasting System where he has also presided for the past ten years, is not known.

An official statement issued by the station explained that Mr. McCosker had resigned, effective June 1 "Because of a desire to curtail his activities", but it added that he "will, however, continue for an additional term of years as a Director and regular employee for consultation and other advisory services relating to WOR."

The story of Mr. McCosker's life since he became identified with WOR 23 years ago would be a cross-section of the history of broadcasting itself.

Mr. McCosker was born in New York City in 1886. After attending Manhattan College, he became a reporter for various newspapers in New York City. Later he was on the staff of the Denver Times and the Denver Rocky Mountain News. He was the originator of the Paint-Up, Clean-Up Movement in Boston. He was with the Exhibitors' Trade Review (motion picture trade magazine) as writer, later editor 1916-18; public relations counsel American Federation of Labor 1918-24; also press work for theatrical firms 1918-24.

From 1924-1933, Mr. McCosker was Director of Station WOR, Newark, N.J.; Chairman of the Board, Mutual Broadcasting System since 1934; Chairman, Radio Committee, New York World's Fair 1939; Chairman, Radio Division, N. J. Crime Prevention League, 1933-34; member Radio Code Authority, 1934; member Mayor's Committee to Welcome Lindberg 1927; co-founder McCosker-Hershfield Cardiac Foundation; member New York State Defense Board; and Defense Communications Board, Washington, 1941; Papal Knight of Yalta 1940; awarded B'Nai B'Brith Meretorious Service Medal 1941; received honorary degree LL.D at John Marshall College, 1937; also served as Treasurer of the National Association of Broadcasters from 1928-32 and President of NAB 1932-34.

Mr. McCosker is now on a vacation in Florida.

X X X X X X X X X

An article about Petrillo in the current issue of Collier's is advertised as follows:

"James Caesar Petrillo, sweet-faced, terrible-tempered potentate of music, is a hard guy to figure out. There seems to be only one thing certain about this 'czar' - he is always unpredictable. For a lively review of his incredible career, see 'Santa Claus With A Horn' by George Frazier."

X X X X X X X X

COMMENTATORS JOIN PRESS AT WHITE HOUSE WRITERS' DINNER

There were quite a few radio commentators at the dinner given by the White House Correspondents' Association to the President last Saturday night prior to Mr. Truman's departure for Mexico. Entertainment usually furnished by the networks was replaced this year by talent the correspondents themselves bought, which appeared under the title "Caribbean Capers" or "Hasta La Vista" for President Harry S. Truman. The cast was headed by Dinah Shore and included Sid Caeser, Frankie Carle, Eleanor Powell, Ferruccio Tagliavini, of the Metropolitan Opera Co., with Earl Wilson as master of ceremonies.

Among those present in one way or another connected with radio were:

K. H. Berkeley, General Manager, WMAL; Thomas D. Blake, International Telephone & Telegraph Corp.; T. Wells Church, Columbia Broadcasting System; Martin Codel, FM Magazine; Wayne Coy, WINX, Washington; Robert A. Erwin, Station Representative; Earl Gammons, Vice-President, CBS, Washington; Earl Godwin, Commentator; William E. Gold; F. P. Guthrie, Assistant Vice-President, RCA Communications, Washington; Richard L. Harkness, NBC commentator; Ray Henle, Commentator; Ernest Lindley, Commentator; Claude A. Mahoney, CBS Commentator; Eugene Meyer, owner, Station WINX; Edgar Morris, Zenith representative.

Also, Drew Pearson, commentator; Bryson Rash, American Broadcasting Company; Leonard Reinsch, Radio Advisor to the President; Paul M. Segal, Radio Counsellor; Eric Sevareid, Commentator; Carleton D. Smith, General Manager, WRC; Sol Taishoff, publisher, Broadcasting; Senator Charles Tobey (R), New Hampshire; Albert L. Warner, commentator.

X X X X X X X X X X

WOULD NOT ALLOW SUBVERSIVES TO TURN RADIO AGAINST U.S.

Asking if it is true freedom to allow our broadcasting facilities to be used by those whose only object is to destroy our Nation, and replying in the negative, Representative Thomas J. Lane (R), of Massachusetts, introducing a resolution to prevent this, said:

"Radio exerts a powerful influence over the minds and emotions of the people. Used by clever and cynical propagandists, it could only weaken a nation from within and become the most deadly medium of attack.

"To protect us from this danger which is already at work, I propose that we amend the Communications Act of 1934, with a view to preventing the use of broadcasting facilities for the dissemination of material which is subversive to our democratic system of government.

"The amendment I suggest, reads as follows:

Sec. 303a (under title 111.) It shall be the duty of the Commission to prescribe appropriate regulations for the purpose of preventing the use of radio broadcasting facilities for the dissemination of views in furtherance of any movement which is subversive of the Government of the United States, or views advocating theories or doctrines contrary to the Constitution of the United States, or the constitution of any State of the United States, in the matter of religious freedom or freedom of the press.

"The broadcasting channels should be closed to those who want to propagate treason."

X X X X X X X X X X

PIONEERING OF WLW'S PAST 25 YEARS CALLED FUTURE BLUEPRINT

J. D. Shouse, President of the Crosley Broadcasting Corp., Cincinnati, on the 25th Anniversary of WLW, said:

"Having been born and reared in this part of the country, it is difficult at times for me to realize that WLW is only twenty-five years old. Long before a great many of us now associated with the station joined its staff, it had already become an institution of great stature and great contribution both to its listening public in many States and to the broadcasting industry itself.

"From the very inception of the station twenty-five years ago I like to think that one dominant trait has characterized the whole history of WLW. Someone once said, "There is nothing so certain as change itself", and so through the years WLW has ever kept keenly alive and alert to new ways of serving its listeners in terms of programs, as well as in terms of best possible transmission with the strongest possible signal.

"We have always explored every new field of technical advance, and WLW has made Cincinnati, here in the heart of the Middlewest, a world-wide center for international broadcasting - literally the 'Voice of America'. We have pioneered in facsimile transmission and in the development of high-powered transmitters which today help make American broadcasting what it is.

"While the past twenty-five years have given the station many opportunities in the assumption of greater and greater responsibilities to the public, what has gone on in the past is not nearly so important as what may well transpire in the future. The advent of frequency modulation conceivably may offer an additional means of supplying to many of our listeners a service which will improve the clarity of reception. But of even more importance is the imminence of television, in which we soon will be engaged, and which may well revolutionize an industry which, even during its relatively short span of years, has come to play such an important role in the fields of education and entertainment."

X X X X X X X X X X

ADMONISHES BROADCASTERS AND RADIO MANUFACTURERS

A highly critical attitude towards both the broadcasters and the radio manufacturers is taken in an article "Radio Listeners Be Damned" in the February issue of the new Kiplinger Magazine of Washington, D. C. Certain portions follow:

"The U. S. radio industry is in a state of siege. For the first time in its brief history, the broadcasting business is being subjected to hostile public and official scrutiny. And within radio's ranks there are evidences of discontent with the shabby commercialism into which the industry has drifted. The pause for self-identification has come not a moment too soon.

"Few business enterprises have ever made so much easy money so fast as the American broadcasters. Ever since they grasped the true nature of commercial radio some twenty years ago - which was, of course, to sell time over the air for advertising - their profits have been fantastically rewarding.

But in a scramble for even higher profits the broadcasters appear to have forgotten that they received their licenses in the first place by promising to broadcast 'in the public interest, convenience, and necessity'.

Instead, there is growing complaint that the radio industry has borrowed a public-be-damned attitude from the past. Together with the set makers, the broadcasters have the listener - who really owns the air-waves - in the middle. He is getting an overdose of commercials and poor reception to boot.

In 1937 the broadcasters got 33 million dollars in profit before taxes out of a gross of 114 million, but in 1944, their best year, they piled up 90 million out of a total take of 275 million - or one dollar out of every three. This was a return of 109 percent on their original investment in wires, receptionists, vacuum tubes, studios and vice-presidents, and a return of 223 percent on the depreciated value of all broadcasting property at the beginning of that year.

"In 1945, the last year for which figures are available, profit 'fell off', but it was still a fat 83½ million dollars.* * *

"Radio station and network owners play little more than a walk-on role in the complex business of cramming the nation's ether with everything from Bing Crosby to 'listen-for-cash' programs. They simply sell the purveyors of soap, food, drugs and cosmetics a one-way passage into the homes of the 60 million Americans who own radio sets. And they sell it on a wave-length which they do not own, but temporarily use by authority of the Federal Communications Commission.

"In short, the broadcaster has * * * voluntarily surrendered control of his wave-length, granted him as a public trust, to the biggest peddlers of goods.

"Last year the FCC plumbed the depths to which broadcasting had sunk and reported its dismal findings in its famous Blue Book, entitled Public Service Responsibility of Broadcast Licensees. In the book, the Commission took the broadcasters to task for extreme commercialism and offensive programming. The attack brought red herring howls of free speech from the broadcasters, who accused the Commission of communism, molestation of private enterprise, and

of being a bunch of 'intellectual smart alecks'. But they offered few facts to dispute the Blue Book's principal contention that the broadcasters were abusing a public trust and that the American people were taking an unnecessary beating about the ears.

"Last December the Supreme Court in an 8 to 0 decision, sustained the FCC's refusal to renew the license of WOKO in Albany, N.Y. The decision definitely established the Commission's authority to impose the death sentence on a station.

"With this support, the Commission noticeably toughened its attitude on license renewals. Five stations have been ordered to appear for hearings in San Antonio, Toledo, Philadelphia and Baltimore to determine whether they are living up to the public interest spirit of their licenses.

"Spurred by the FCC and growing signs of indignation throughout the country, the more sensitive elements of the radio industry are tending to fall in line with the Blue Book plea for a general reconsideration of their position. Many are broadcasting more local news and using more local talent. More than 50 listeners' councils - the more active ones in the Midwest - have forced many local stations to abandon presentation of sloppy over-commercialized programs. * * *

"For every dollar which the broadcasters spend for transmitting equipment, the public spends $25 for receiving sets. The listener not only suffers at the hands of the broadcasters, but is browbeaten by the set makers, too, who have gone in for volume production at the sacrifice of quality and high performance - and even of profit. Demand for lower priced models is being met while demand for higher-quality receivers, at less than exorbitant prices, goes begging.

"Through violent price wars and an almost incomprehensible eagerness for more sales, the set makers have turned the bulk of their business into small table models. Since it is mathematically impossible to produce a full, round tone from a small loudspeaker encased in a tiny cabinet, the makers have succeeded in debasing public taste while slashing their own throats.

"Instead of making piles of money for themselves, the set builders have made far more for the broadcasters. As more sets got into the public's hands, the radio stations were able to ask for and get higher rates from their advertisers for the sale of time. * * * *

"For the past 17 years the daytime maximum in commercials has ranged from 1¾ minutes on a 5-minute news show to 9 minutes on an hour's program. At night the range has been 1½ minutes to 6 minutes. Some stations monitored by the FCC have exceeded even these prescribed limits. There has been no limitation at all on spot announcements. These jingles simply flood out of loudspeakers.* * *

"The brickbats have been flying so fast - particularly against the ever-present commercial - that William S. Paley, CBS Chairman, warned broadcasters last fall to search their souls. Conceding 'advertising excesses', Paley condemned 'the too high percentage of commercial copy which is irritating, offensive, or in bad taste.' * * *

"In the present standard broadcasting band, from 550 to 1600 kilocycles, there is room for only a limited number of stations. With 1056 licensed transmitters currently on the air, there is already great overcrowding.

"More than 821 stations are affiliated with four major networks - NBC, CBS, ABC and Mutual. The condition has made it possible for the networks to degrade program quality at will.

"Take the soap operas, for example. Many people violently dislike this form of mass entertainment, which dredges up the emotional sludge of American life for its raw materials. Nevertheless, half the daylight time of the two biggest networks, NBC and CBS, is devoted to soap operas.* * * *

"Moreover, it turns out that soap operas are popular - with the advertisers. They are extremely cheap to produce and highly profitable to the networks.

"Lately the networks have been offering more high-grade sustaining programs, but in most cases they are broadcast late at night or in the poor listening hours of Saturday afternoons and Sunday mornings.

"But the networks do not guarantee that their sustainers will be used by the affiliated stations. Local stations have to carry at least three out of every five hours of network commercial programs, for which they are handsomely paid. But they may reject a sustaining show in favor of local commercially-sponsored programs. And they have consistently done so.

"The broadcasters, of course, could have prevented their sell-out to the advertisers, but it would have cost them money. Now it may be too late, for advertisers have obtained practically all the control they need.

"The FCC has reported that CBS gets 26 percent of its business from four advertisers and 38 percent from four advertising agencies. A quarter of ABC's take comes from four advertisers and 37 percent from four agencies. Mutual gets 23 percent from four advertisers and 31 percent from four agencies. NBC publishes no comparable figures, but the proportion is probably about the same.

"Likewise the set makers are failing to live up to their promises. Among their highly advertised post-war miracles were going to be bigger and handsomer consoles, television sets at $100 to $250, and, for a few extra dollars, FM.

"But the present-day product is the same pre-war receiver-only its going at a much higher price. Of the estimated 12 million units produced from V-J Day to the end of last year, only a few hundred thousand were consoles. And except for the higher price tags they were indistinguishable, both in tone and appearance, from pre-war models. In the same period there were manufactured fewer than 4000 television sets - with prices ranging from $300 to $2500 - and only a driblet of radio receivers equipped to take FM.

"So badly did the makers fail to live up to expectations that the FCC muttered unofficially about a hold-back conspiracy to enable the industry to sell two sets to the hungry post-war market: the first one without FM and the second with it. Idaho Senator Taylor asked the Attorney General for an anti-trust probe.

"But the set builders may be forced to place FMs on the market sooner than they planned. The public will demand them. There probably will be almost 1000 FM stations on the air by the end of the year, with many more to come. For FM technically has room to support 5,000 stations.

"The arrival of television and FM threatens the broadcasters with the thing they fear most: new competition. And these new developments can spell an end to the dictatorship of the advertisers, too. Television does not lend itself to cheap use of the spoken commercial; FM means thousands of lusty new stations, anxious to win public respect and approval.

"So the monopoly now enjoyed by the broadcasters may be ripe for smashing. As they have to get out and scratch for listeners, the broadcasters will have to offer more than they have in the past."

X X X X X X X X X X

REGARDING ANTENNAS FOR FM SETS

The following is a copy of a letter written to Mr. William R. Hutchins, Manager, Radio Station WFMR, New Bedford, Mass., by J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation and reprinted with Mr. Brown's permission:

"I note with interest the February 5th issue of the Heinl News Service which carries some comments on your campaign with respect to antennas for FM sets. When you speak of built-in antennas on FM sets, I presume you are not including the line cord antenna which we use on Zenith sets. This is a patented development of the Zenith Radio Corporation and is something which we have most carefully investigated comparatively with all other types of built-in antennas that we know of and that have come to our attention.

"Outside of occasional peculiarities at a particular socket where a set may be plugged in, we have found the performance of this antenna pickup system good enough so that many people get entirely adequate FM reception; as for instance, around Chicago generally up to 20 or 25 miles even in this day of relatively low power of FM transmitters the line cord antenna is entirely satisfactory. This means, of course, that it is working with a few hundred microvolts.

"We have never been able to find a built-in antenna which is equivalent to this line cord antenna in all respects and, of course, for table models there is not even a remote comparison. Your comments in the Heinl News Service are directed toward built-in antennas and on this basis I can generally agree with them. I wanted to make these points clear, however, with respect to the line cord antenna and to differentiate between it and the built-in antenna."

X X X X X X X X X X

The Idaho House of Representatives adopted unanimously a Senate-approved bill absolving radio stations of liability for libelous or defamatory statements broadcast by persons not affiliated with the stations. Radio stations would not be held responsible for statements broadcast unless malice on the part of the station owner could be proved.

X X X X X X X X X X

MILWAUKEE JOINS THE TELEVISION PROCESSION

Arrangements have been concluded and contracts signed for the delivery of complete RCA Television studio and broadcasting equipment to Station WTMJ, the television station of the Milwaukee Journal.

The RCA equipment on order by WTMJ includes two Image Orthicon field cameras and complete field pick-up equipment, a 5-kw television transmitter, input and monitoring equipment, a 16mm television motion picture projector, a special television camera for pick-up from films, and a 3-bay super-turnstile antenna and diplexer unit.

Also on order with RCA for WTMJ is a 50-kilowatt FM transmitter, RCA Type BTF-50A.

X X X X X X X X X X

RCA INSTALLS POWERFUL TRANSMITTER FOR STATION XERF IN MEXICO

Keeping up with the news and President Truman's visit South of the Border, Meade Brunet, Vice-President of RCA and Managing Director of the RCA International Division, announces that RCA has completed the installation of a powerful transmitter for Station XERF in the Mexican border town of Villa Acuna, State of Coahuila.

The station, which will cost $300,000 to build, is operating temporarily on 50,000 watts, but its power may be increased to 150,000 watts. It is described as the most advanced transmitting unit in Latin America by its operators Ramon D. Bosquez, Mexican radio advertising executive, and Arturo C. Gonzalez, Texas lawyer.

Mr. Brunet said that into the station, which broadcasts on 1570 kc. have gone many wartime advances in radio transmission. Among the modern features are automatic methods of operation. There is a push-button control for tuning the transmitter and a system of relays that automatically put the transmitter on and off the air. Air cooling has replaced conventional water-jacket cooling of tubes.

The transmitter is known as the RCA 50-F, high-level modulated and air cooled. Installation, in addition to the transmitter, included appropriate antennas and modern studio equipment. The radiator is a half-wave vertical type being fed over an RCA six-wire line.

After completion of tests, Station XERF went on the air with a four-hour inaugural ceremony and programs attended by the Governor of Coahuila and other Mexican dignitaries.

X X X X X X X X

SCISSORS AND PASTE

Radio's $78,000,000 Talent Bill
("Variety")

Estimated talent costs (exclusive of time) for nighttime and daytime programming on the four major networks represent an expenditure of $1,500,000 a week for 1947. On an annual basis that's $78,000,000 - reflecting radio's comeuppance in the field of entertainment and a figure which puts radio right up with the top show biz brackets.

The figure represents an all-time high in programming expenditure on the part of the nation's bank-rollers, despite the prevailing cryto agencies to "cut down costs; give us cheaper shows."

The average on a nighttime show cost is still in the $7,000-$8,000 a week bracket, which is slightly higher, in fact, than during the lush war years, but if you want a top calibre star of the Benny-Bergen-Allen-Crosby-McGee & Molly-Cantor, Burns & Allen, et al., variety, you still got to plunk down anywhere from $15,000 to $25,000 a week.

Daytime shows average about $1,800 a week. That's been pretty static for some years.

(Editor's Note: The annual estimated weekly network program costs for 1947 appeared in Variety of Feb. 26. This gives in alphabetical order the amount every program on the air now receives.)

- - - - - - - - - - - - -

Kept Home By Bad Cold But Goes Places Via Television
(Larry Wolters in "Chicago Tribune")

Snow and cold-bound (cold in the head as well as the weather) over the week-end, we used television as a window to look out on various Chicagoland activities. WBKB brought into the living room a boxing bout from the Rainbow arena, the double header basketball feature between Northwestern and Purdue and DePaul and Kentucky from the Chicago Stadium, and the Blackhawk-Bruins hockey match.

Besides these sports, the television camera, trained on the Science museum Saturday afternoon, gave the family the opportunity vicariously to navigate the link trainer in the Jackson Park Building.

Then there were studio shows: Telechats, with Bill Hamilton; Telequizicals with Joe Wilson and Meg Haun, and Stump Authors with Jack Payne, Dorothy Day, and Louis Zara spinning three more original stories. We also saw travel films, animated cartoons, and other movie shorts. It was a varied fare of entertainment, mindful of the fact that it was all viewed without stirring from the house.

Basketball lends itself well to telecasting. The playing area is limited so the camera can keep within easy range. The game is action crammed, the ball easy to follow, and always within full view when scores are made.

Televiewers can see just about everything in basketball, compare heights of jumps, fouls, "traveling with the ball" - sometimes we thought we noticed it when officials didn't - interceptions and shots. These games were thrillers with the outcomes in doubt until the last minute.

A neighbor who dropped in said he would be able to startle another member of his family who went to the stadium to see the games.

"I'll tell him the details of how DePaul scored that startling upset as soon as he gets in", the neighbor said.

The week-end was pleasant, thanks to television, and tonight at 8:30 comes television's comedy show, the wrestling at the Midway arena over WBKB.

- - - - - - - - - - -

Excessive Hearing Aid Profits Hit

(Reprinted from "Hygeia" in "Reader's Digest" March 1947)

By conservative estimate, there are 2,000,000 men and women in the United States who should be wearing hearing aids, but are not. Manufacturers of aids are going after this market as never before. They have made their instruments more efficient and less conspicuous. And they are overcoming the silly prejudice against wearing an aid. After all, why be more self-conscious about an aid for the ear than one for the eye?

A lively battle is taking place within the industry, with the public as chief beneficiary. Up to 1943 a good aid was startlingly expensive; many cost $200. Suddenly Zenith Radio introduced an aid at $30.

Nineteen manufacturers organized the American Hearing Aid Association and descended on the Federal Trade Commission, accusing Zenith of unfair competition in selling below cost of manufacture.

"Below cost!" fired back Zenith, with uncomfortable precision. "No aid on the market costs over $20 to produce."

- - - - - - - - - - -

Places Pearson's Radio Audience At 9,000,000

(Richard Wilson in "Look" Magazine)

Drew Pearson is a likeable man of 48 who nets more than $100,000 a year for revealing the inside story of Washington.****

Pearson writes "Washington Merry-Go-Round." This column of fact and opinion is sold to 600 newspapers with 20,000,000 circulation. Every Sunday night 9,000,000 radio listeners nervously await his "Predictions of Things to Come".

He is trying to wrest from Hearst a powerful radio station in Baltimore, 40 miles from the White House. Then, with his associate, Robert S. Allen, he plans to flood the national capital with information and culture.

Other newsmen reluctantly concede that Drew is the most influential writing journalist in Washington. Many of them also think his influence is bad. It is often hard to tell when he is right or wrong.

(Continued at end of Page 16)

TRADE NOTES

While President Trumen was at Grandview visiting his mother Sunday, Ambassador de los Monteros, who accompanied the President to Mexico, went on a sightseeing tour of Kansas City. His escort was Tom Evans, a crony of Mr. Truman and owner of Station KCMO, ABC Kansas City outlet.

The latest guess on what the decision of the Federal Communications Commission will be with regard to color television versus black and white was made by a prominent broadcaster who predicted the Commission "would carry water on both shoulders".

Directors of Sylvania Electric Products, Inc. declared the regular quarterly dividend of $1.00 a share on the $4.00 cumulative preferred stock, payable April 1, 1947 to stockholders of record at the close of business March 21, 1947. Directors also declared a dividend of 35 cents a share on the common stock.

Mrs. Fanny Litvin has the support of Senator Murray (D), of Montana, and other members of Congress for the vacancy on the Federal Communications Commission. She's an FCC lawyer.

Allen B. Du Mont stated last week that in the four-week period between January 27 and February 23, his organization had shipped in excess of $875,000 worth of television receivers. Dr. Du Mont further stated that the remaining backlog of unfilled orders for telesets still totals more than $3,100,000.

An address made by Brig. Gen. David Sarnoff, President of the Radio Corporation of America, "Science at New Altitudes" before the Cincinnati Technical and Scientific Societies Council has now been reprinted in a brochure.

Mrs. Frank M. Russell, wife of NBC's Washington representative entertained at luncheon recently at the Statler Hotel in honor of Mrs. Niles Trammell of New York, wife of the President of the National Broadcasting Company.

Ranking guest was Mrs. Wallace H. White, wife of Senate Majority Leader, and otherspresent included Mrs. Joseph H. Ball, wife of Senator Ball; Mrs. Clarence J. Brown, wife of Representative Brown; Mrs. Evan Howell, wife of Representative Howell; Mrs. Charles G. Ross, wife of the Secretary to President Truman; Mrs. Charles R. Denny, Jr. wife of the Chairman of the FCC; Mrs. Paul A. Walker, Mrs. E. K. Jett, Mrs. Ray Wakefield and Mrs. Rosel Hyde, wives of Federal Communications Commissioners; Mrs. Earl Gammons, wife of CBS Vice-President in Washington; Mrs. Jostin Miller, wife of the President of NAB, Mrs. Carleton Smith, wife of NBC Washington General Manager, Mrs. William McAndrew, Mrs. George Wheeler, Mrs. Richard Harkness and Mrs. Morgan Beatty.

The 100th anniversary of the birth of Alexander Graham Bell, inventor of the telephone, used the Franklin Public School Building, which is still standing and in service, in 1880 for early experiments in the transmission of wireless messages.

Stationing Sumner Tainter, an associate, on the school roof, the inventor was able to "throw" Tainer's voice across to a laboratory about a block away. This telephoning via a beam of light anticipated use of infra-red rays for communication as applied by the military in World Wars I and II.

Broadcast Measurement Bureau has issued its BMB Area Audience Report, a 780-page volume showing day and night audiences of 800 radio stations in 3,500 United States and Canadian counties and 1,200 cities. The volume, which is priced at $35, is being sent to subscribing stations and members of the American Association of Advertising Agencies and the Association of National Advertisers.

Chief Justice and Mrs. Fred Vinson were the guests in whose honor Mr. and Mrs. Justin Miller entertained at dinner last week in their apartment at Wardman Park Hotel in Washington. Judge Miller is President of the National Association of Broadcasters.

WOR's Chief Engineer and Vice-President, Jack R. Poppele will make an address on "Television's Appeal to Women" on Friday, March 7, during the convention of the Association of Women Broadcasters of the National Association of Broadcasters at the Hotel Roosevelt in New York. Poppele is the President of the Association of Television Broadcasters.

A 104-week renewal contract - probably the first of its kind in radio - has been signed by the Frank H. Lee Company of Danbury, Conn., with the American Broadcasting Company covering sponsorship of the Sunday evening broadcasts of Drew Pearson.

Sidney Whitmore Ashe, a retired electrical and radio engineer of Pittsfield, died Tuesday night in New Lebanon, N.Y., at the age of 68. Mr. Ashe was with the General Electric until he joined the radio staff at WGY in Schenectady. He leaves a widow.

X X X X X X X X X X

(Continuation of "Places Pearson's Radio Audience At 9,000,000" in "Scissors and Paste", page 14.

So, to borrow a Pearson phrase, here is my prediction:

Unless Pearson ceases carrying showmanship up to the point of fakery in his writings and broadcasts;

And unless he stops building up his listeners to an awful let-down in his predictions,

Then his readers and listeners ratings will continue to sag at embarrassing moments, as they did last Spring and Summer.

Pearson is a great newspaper reporter, the envy as well as the despair of newsmen.

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED MAR 1 7 1947 FRANK E. MULLEN

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

RECEIVED MAR 1 7 1947 FRANK E. MULLEN

INDEX TO ISSUE OF MARCH 12, 1947

State Dept. Seen Trying To Put U.S. Into Radio Business.....1

Webster's Confirmation For FCC Believed To Be "In The Bag".....3

President Truman Praised For Appointing Webster To FCC.....5

Ream Makes Washington Debut As CBS Executive V-P.....6
New Coin Radio Plays One Or Two Hours.....6

Radio To Appoint "Czar" In Clean-up Of Advertising.....7

Warns Washingtonians Against "Voluntary" Daylight Time.....8

Woods To Meet In Six Cities With ABC Affiliates.....9
RCA Extends Automatic Service To New York-Ecuador Circuit.....9

Farnsworth Doubles Manufacturing Space Including TV Sets.....10
Believes New Deal "Press And Radio" Is Still Busy.....10

World Telecommunications Confab At Atlantic City May 15.....11
Truman First Heard Of Lewis Decision Through CBS Engineer.....11
Radio Set Production Still Lags.....11

Predicts 60,000 Chicago Television Receivers In 1947.....12
Henry M. Pease, Of Standard Electric, Dead; A BBC Founder.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1766

STATE DEPT. SEEN TRYING TO PUT U.S. INTO RADIO BUSINESS

Charging that some members of the State Department want to put the United States Government into the broadcasting business and that as a starter they have advocated a Government controlled International Broadcasting Foundation to take over short-wave programs and disseminate American views throughout the world, E. F. McDonald, Jr., President of the Zenith Radio Corporation stated today (12) to Senator C. Wayland Brooks (R), of Illinois:

"Even though the proposal is sugar coated by a vague suggestion that domestic broadcasting companies and some institutions be represented on the Board of Trustees, the Government would run the show just as firmly as the British Government runs propaganda through BBC.

"The State Department is already up to its neck in the field of international broadcasting, with programs going out in twenty-five different languages at a cost of more than $8,000,000 per year. The proposed foundation would make continuation of this war-born propaganda activity a permanent part of our government, with substantial expansion and increase in cost.

"In my opinion this is a bad and extremely dangerous proposal."

Commander McDonald said further in his letter to Senator Brooks:

"At the time of Pearl Harbor there were fourteen licensed international short wave stations operating in the United States. All were erected by private capital, all were operated by their owners at a total cost over the years of many millions of dollars. During the war Government funds were used in construction and operation of additional short-wave stations, just as Government money was used to construct and operate munition factories, ship yards, etc. Now that the war is over, these stations should be sold to private operators in the same manner, and for the same reason, that other Government financed properties are passing into private hands.

"There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines. Nor is there any reason for the Government, which has neither experience nor skill in radio production, to spend millions of dollars developing radio programs."

Explaining to the Senator that he had no interest in any chain or international broadcasting station, the Chicago manufacturer declared that fairness and common sense demand that the Government pay for and use privately owned broadcasting facilities for dispatching radio programs, just as it uses railroads for dispatching freight, telegraph and cable systems for dispatching messages,

our newspapers and magazines for publishing advertisements and releasing news, etc., etc. Instead of setting up a system to compete with those who pioneered our international short wave stations, any Government money used for this purpose should be spent to support those who blazed the trail with their own private funds.

McDonald said that no matter what our bureaucrats choose to call our Government overseas broadcasts of "unvarnished truth", listeners abroad will have just one term for them: "Yankee Propaganda". He continued:

"The one basic idea that the United States has to sell to the rest of the world is our American system of free enterprise. What could be more futile and ridiculous than using a bureaucratic Broadcasting Foundation to tell our story? What profit could there be in prattling the 'unvarnished truth' about free America when the listener knows that the programs he hears are themselves a violation of the basic principles of American free enterprise? Why should we adopt the very practices that we criticize in other governments?

"The most effective method of persuasion is by actual demonstration. There could be no better way of demonstrating to other peoples the real meaning of American free enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks. What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc., etc. And what a demonstration of democracy in action it would be to have people of the world hear two opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom.

"American radio programs, in spite of criticism leveled at them by Blue Book writers, have the happy faculty of attracting large audiences. This is true in other countries as well as in the United States. If our daily schedules of network programs were sent out by powerful short wave, we would soon create an incredible amount of good will and understanding throughout the world. American jazz is popular from the Arctic to Timbucktoo, and there is plenty of that broadcast every day. Serious music has its lovers wherever there are human beings - they reach for everything from Bach to Gershwin. American networks broadcast many hours of the world's finest music every week." (According to Variety, the four major networks will spend $78,000,000 for their 1947 programs.)

"If we wish to do a really effective job of international broadcasting the way to do it is forget all about bureaucratic foundations and send by short wave a selected schedule of network programs, modifying them only as prudent commercial practice dictates. I used the words 'prudent commercial practice' because I believe that the best way, as well as the most American way, of sending our commercial programs overseas is to permit American

short wave stations to sell time to advertisers just as our domestic stations do. That will automatically bring to American international broadcasting the best audience building brains of the country, and give to the rest of the world the great musical and dramatic talent that has made radio so popular in America. Under the acid spur of commercial results, broadcasters will develop new technics of audience building in foreign lands that will far transcend the best efforts possible for a known government agency.

"Then, if the Government still deems it necessary to enter officially the international 'war of words', it will find an enormous, and receptive, audience waiting for its programs from privately owned stations. It will also have available, and should use, the skill developed by free enterprise in radio, just as it found available and used for munition production the industrial skill developed by generations of free enterprise in manufacturing.

"Both for the sake of economy and to give the rest of the world a true understanding of America, the State Department should be compelled to cease its present international broadcasting activities, and any proposal that the Government enter the broadcasting business should be defeated. The American broadcasting industry should be given an opportunity to expand in the field of commercial international broadcasting."

X X X X X X X X X X

WEBSTER'S CONFIRMATION FOR FCC BELIEVED TO BE "IN THE BAG"

The Senate Interstate Commerce Committee has set Thursday, March 13th, to consider the nomination of former Coast Guard Commodore Edward M. Webster, 58 years old, for years one of the Government's outstanding radio and communication experts to succeed Paul A. Porter as a member of the Federal Communications Commission. Not since the days of Tam Craven, former FCC Commissioner, and E. K. Jett, present Commissioner, has anyone been so well qualified professionally to serve on the FCC. In fact, when Commodore Webster's nomination was announced, someone immediately said: "That means another Jett on the Commission." And that is almost the way it is expected to work out. In the old days, Commissioners Craven and Jett used to carry the engineering burden but with Cowles Brothers grabbing off Tam Craven, Jett has had to carry the ball alone and it has been quite a chore.

Another similarity between the three was that Craven and Jett started up the ladder to the commissionership by serving as FCC Chief Engineers. When Webster was retired from active duty in the Coast Guard in 1934 because of physical disability incurred in the line of duty, he went over to the FCC where he served as its Assistant Chief Engineer until June 1, 1942. On that date he was recalled to active wartime duty in the Coast Guard and reassigned to his former job as Chief Communications Officer.

About the only snag Commodore Webster is seen likely to strike in being confirmed by the Senate is that having been born in Washington, D. C., he has never voted, and having spent all his life in the Government service, has no political affiliation. However, Commissioner Jett, who began in the Navy and likewise spent many years in the Government, and who also very honestly refused to take on the label of either party, won out as an independent. It is difficult to believe that men so well qualified as Webster and and Jett would be stopped just because they didn't belong to one of the major parties. Yet if memory serves correctly, this stopped C. M. Jansky, well known radio engineer, who many years ago was nominated for the old Radio Commission. There are three Democrats on the Commission - Denny, Walker and Durr; two Republicans - Hyde and Wakefield, and one Independent - Jett.

However, if Commodore Webster should encounter political difficulty, as did Jett, he will be very fortunate in having a highly placed friend in the Senate who could likely steer him safely through troubled watters. This is Senator Wallace White (R), of Maine, outstanding radio authority in Congress. Senator White is not only the Chairman of the Senate Interstate Commerce Committee which will pass upon Webster's qualifications to serve as Commissioner, but he is also Majority Leader of the Senate and therefore could take good care of Webster from start to finish, which it is believed he is very likely to do as the Senator is among Webster's earliest backers and has proposed his name numerous times when there has been a FCC vacancy.

Furthermore, after the opposition which President Truman has met with in the nomination of David Lilienthal as Chairman of the Atomic Energy Commission, it is not believed he would again make the mistake of sending a name to Capitol Hill without sounding out the Republican leaders to see how it would be received. In many quarters the Lilienthal nomination has been seen simply as a test of the strength and leadership of the Republicans in the Senate.

When Commodore Webster was relieved from the Coast Guard in 1946, he had completed over thirty years' active duty. He was then appointed Director of Telecommunications of the National Federation of American Shipping, Inc., which position he now holds. Webster's salary at the Federation is reported to be $15,000 a year. He also receives $5,000 annually in retirement pay. It would mean quite a monetary sacrifice to give up both of these amounts for a $10,000 FCC Commissionership.

During the time he was associated with the FCC as Assistant Chief Engineer, Commodore Webster administered in particular communication matters relating to such services as marine, aviation, experimental, point-to-point, emergency and amateur. The work, also, included administration of radio operator problems, including their qualification and classification.

X X X X X X X X X X

PRESIDENT TRUMAN PRAISED FOR APPOINTING WEBSTER TO FCC

Many years ago, critics of Dr. Harvey W. Wiley, Chief Chemist of the United States, and founder of the Pure Food Laws, charged that he had no technical background. There were some who claimed that he wasn't even a chemist. Quite a few brickbats had also been hurled at President Taft. So when the latter named Dr. Carl Alsberg as Wiley's successor, he said: "And if you think he isn't qualified for the job, look at this." Whereupon Mr. Taft unrolled what looked like a Chinese scroll about a yard long listing Dr. Alsberg's qualifications.

President Truman might have done the same thing when he announced the nomination of Commodore E. M. Webster, U. S. Coast Guard, retired, for the present vacancy on the Federal Communications. A joint press release issued by the U. S. Coast Guard and the National Federation of American Shipping, where Mr. Webster is now Director of Telecommunications, covered eight typewritten pages setting forth Mr. Webster's qualifications as a radio and communications expert.

Although Webster's name had been frequently mentioned, his appointment came as a surprise because so many politicos seemed to have the inside track. Then a campaign was started to give the office to a woman. It looked for a time as if this might be Marion Martin, who lost out with the Republican National Committee. Anyone who knew Webster knew that in a political fight he wouldn't have a Chinaman's chance. One observer was of the opinion that perhaps President Truman had turned to his radio advisor, Leonard Reinsch, of Station WSB, Atlanta, and that the latter had told him of the need of another engineer on the Commission.

Commending the President, the Washington Post said:

"President Truman has set the qualifications for membership on the Federal Communications Commission at a high mark. Every one of his appointments to this regulatory body has been an expert with long experience in the communications field. Rosel Hyde had advanced within the FCC to the position of general counsel before his elevation to a commissionership. E. K. Jett had long served the Commission as Chief Engineer. Now the President has nominated E. M. Webster, former Assistant Chief Engineer for the Commission, to fill the last vacancy. Shortly before his death, President Roosevelt elevated Charles R. Denny, the present FCC Chairman, from the position of General Counsel. These well-merited promotions within the FCC are quite properly making it something of a career system.

"Mr. Webster has devoted himself to communications work for the last 30 years. Before his retirement from the Navy in 1934 he was Chief Communications Officer. Recalled to active duty in World War II and restored to the same position, he planned, developed and installed the present efficient Coast Guard communications

network. His expert services won him the rank of Commodore and the Legion of Merit. Mr. Webster is also said to be one of the best informed men in the country in the field of marine and aviation radio, with special emphasis on their use as safety devices. His experience at 16 international conferences dealing with communications will be invaluable in connection with the World Telecommunications Conference to be held in the United States in 1947. We take it for granted that the Senate will confirm the nomination of one so eminently qualified. In addition the President is entitled to special commendation for staffing this important agency with experts instead of hack politicians."

X X X X X X X X X X X

REAM MAKES WASHINGTON DEBUT AS CBS EXECUTIVE V-P

One of the first appearances of Joseph H. Ream as newly elected Executive Vice-President of the Columbia Broadcasting System will be at a reception tendered to him tomorrow by Earl Gammons, Washington CBS Vice-President, to receive the congratulations of the great and near great of the Capital. Mr. Ream previously had been Vice-President and Secretary.

He joined CBS in 1934 and headed the company's Legal Department for eight years. He became Secretary four years later, was elected a Vice President in October, 1942, and in June, 1945, was elected a member of the Board.

Mr. Ream went with Columbia after eight years with the New York law firm of Cravath, deGersdorff, Swaine & Wood. He began the study of law at the University of Kansas from which he received a Bachelor of Arts degree and continued his studies at Yale where he was graduated with an LL.B. in 1927.

X X X X X X X X X X

NEW COIN RADIO PLAYS ONE OR TWO HOURS

A new Telecoin system coin radio for hotels, motor courts and hospitals will soon be put on the market by the Telecoin Corporation, distributors of coin-operated Bendix automatic home laundries. Distribution of the new set will begin on or about April 1st.

Varying in design from conventional radio styles, the set has been constructed to resist vandalism and abuse which were a major problem in pre-war and early post-war coin radio enterprises. It is a pillbox-shaded affair with a sturdy 16-gauge steel case and chassis. The time element is variable, permitting thirty-minute, one hour or two-hour play.

X X X X X X X X X X

RADIO TO APPOINT "CZAR" IN CLEAN-UP OF ADVERTISING

A plan for self-regulation of the radio industry, involving the appointment of a virtual "czar" to administer improved standards in programming and advertising on the air, is being drafted by broadcasters, advertisers and major industrial concerns sponsoring network shows, it became known yesterday (Tuesday, March 11), according to Jack Gould in the New York Times.

Prompted by the rising criticism against "ugly plugs" and other manifestations of "excessive commercialism", the three groups are setting up a Broadcasters Advisory Council to cope with what was described formally as "the crisis" confronting radio.

Edgar Kobak, President of the Mutual Broadcasting System, has been named Chairman of the Committee on Organization and Finance for the Council. The Council is expected to be patterned after the Cereal Institute or the Motion Picture Producers' Association of America, the latter formerly known as "the Hays office".

Other members of the organizational committee are Niles Trammell, President of the National Broadcasting Company; Sigurd S. Larmon, President of Young & Rubicam; Thomas D'Arcy Brophy, President of Kenyon & Eckhardt; Robert F. Elder, Vice-President of Lever Brothers; Donovan B. Stetler, Advertising Director of Standard Brands, Inc.; Clair R. McCollough, President of Station WGAL, Lancaster, Pa., and I. R. Lounsberry, Executive Vice-President of WGR, Buffalo.

The decision to form the Council comes almost exactly a year after the Federal Communications Commission, which licenses all radio stations, issued its controversial "Blue Book" report, condemning excessive commercialism on the air and urging the broadcasting industry itself to achieve better balance in programming.

A key radio figure involved in the formation of the Council said that the new organization could be regarded as "the answer" to the FCC.

The recommendations were drafted by Frank Stanton, President of the Columbia Broadcasting System; F. B. Ryan, Jr., President of Ruthrauff & Ryan, Inc., and Charles G. Mortimer, Vice-President of the General Foods Corporation.

In a general summary of broadcasting at present, it was learned the recommendations committee said that radio was at the "critical crossroads". On the one hand, the Committee noted, radio was being subjected to increasing criticism from the public while, on the other, competitive pressures within the industry tended to result in a further deterioration in standards.

The three specific objectives outlined for the Council follow:

"(1) An information activity designed, on the one hand, to inform the broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

"(2) The development and recommendation of standards of practice for commercial broadcasting.

"(3) A program of continuing research into public acceptance of broadcasting."

X X X X X X X X X X

WARNS WASHINGTONIANS AGAINST "VOLUNTARY" DAYLIGHT TIME

Merle S. Jones, General Manager of Station WOL in Washington, was among those opposing "voluntary" daylight savings time for the National Capital. This movement was started after the U. S. House of Representatives had voted down the proposal to give the District of Columbia daylight time.

Mr. Jones, who said that he personally was for daylight savings time declared that if any further action is to be taken, it should be done in an orderly way and warned those attending a meeting called by the Junior Board of Trade to discuss the subject at the U. S. Chamber of Commerce Building, that the "voluntary" expedient might bring confusion.

Senator Harold McGrath (D), of Rhode Island, declared the Commissioners of the District of Columbia were empowered under the District Code to declare daylight saving time.

When the Senate District Committee took up the McGrath redrafted bill to take the decision out of Congress and to have Congress merely direct the Commissioners to hold hearings on the issue and to order daylight saving time here if the city heads find the majority of Washington's residents want it, the Committee without a dissenting vote ordered a favorable vote.

The bill will now be speeded to the Senate for action and will be called up for Senate approval at the earliest appropriate time.

Senator McGrath said he took the unanimous report as an encouraging sign for favorable action in the Senate.

The bill directs the Commissioners to hold public hearings on the question and empowers them to order the advanced time if they find most Washington residents want it.

X X X X X X X X X

WOODS TO MEET IN SIX CITIES WITH ABC AFFILIATES

The first of a series of meetings between officials of the American Broadcasting Company and its affiliated stations will be held in Atlanga on Thursday, March 13, with Mark Woods, President of the American Broadcasting Company, and John H. Norton, Jr., ABC Vice-President in charge of stations, in attendance.

The meetings are intended to provide network executives with first-hand knowledge of the current problems of individual affiliates and at the same time acquaint the stations more fully with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

In addition to meeting with affiliates, Mr. Woods plans to talk with representatives of leading civic organizations to obtain direct impressions of the thoughts and views of people throughout all sections of the United States.

The ABC executives also will meet with affiliated stations in Kansas City, Mo.; Fort Worth, Texas; Salt Lake City, Utah; Detroit, Mich.; and New York City.

X X X X X X X X

RCA EXTENDS AUTOMATIC SERVICE TO NEW YORK-ECUADOR CIRCUIT

Inauguration of new and modernized radiotelegraph communications facilities in Quito, Ecuador, makes that country the first in South America to bring its equipment and service in line with the world-wide modernization program being carried forward by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, has announced.

"RCA's modernization program is establishing a universal trend away from the old manual Morse methods of radiotelegraphy toward the time-and-money saving automatic operation, which was developed during the war by the Army Communications Service", said Mr. Mitchell. "Under the new system, decoding of radiotelegraph messages at 'gateway' cities such as New York, San Francisco and London is eliminated and messages are handled in suitable form for immediate delivery to ultimate addressees in the 'gateway' city itself or for automatic relay over land-line wire circuits to addressees in the interior of the country of destination."

Opening of the improved New York-Ecuador circuit was commemorated by an exchange of messages between President Jose Ibarra of Ecuador; Gustavo Yerovi, Secretary of Radio Internacionale, and Brig. General David Sarnoff, President, Radio Corporation of America.

X X X X X X X X X X X

FARNSWORTH DOUBLES MANUFACTURING SPACE INCLUDING TV SETS

A new two-story addition will permit the Farnsworth Television & Radio Corporation's entire research and engineering departments to be located at the Fort Wayne plant.

The expansion program has doubled the space available there for manufacturing operations, enabling the setting up of additional assembly lines for the manufacture of the company's new line of home television receivers and mobile communications equipment.

Television studio and transmitting equipment, industrial telemetering equipment, automatic record changers, special tubes and other electronic apparatus also are manufactured at the Farnsworth plant in Fort Wayne.

The company's radios, phonograph-radios and other products are manufactured at plants in Marion, Huntington and Bluffton, Indiana.

All administrative departments, including the Capehart Sales Division which formerly occupied downtown offices, are now consolidated in the enlarged headquarters building, E. A. Nicholas, President, reported.

In addition to its commercial operations, Farnsworth is continuing special research work for the U. S. Navy. During the war the company's entire facilities were devoted to the development and manufacture of television and other electronic equipment for the armed forces.

X X X X X X X X

BELIEVES NEW DEAL "PRESS AND RADIO" IS STILL BUSY

A paragraph in a letter Senator Raymond Baldwin (R), of Connecticut wrote to Carroll Reece, Chairman of the Republican National Committee, urging greater cooperation among the Republicans in Congress, read:

"In fact, the trend is now away from us. Why is that so?

"In the first place, let us talk a little about the mechanics of the situation. Through all the years of the 'New Deal' a splendid press and radio was built up for the Democratic Party. The momentum of that still goes on. Columnists, editorial writers, headline writers, radio commentators, found some little joy, back last Summer, at taking a little 'crack' at their erstwhile 'darlings', but they are doing that no more. They are now turning their fire on the target they were shooting at during most of the 'New Deal' years, the Republicans and the Republican Party.* * * We have had a good deal of that and I think it is time it came to an end."

X X X X X X X X X X

WORLD TELECOMMUNICATIONS CONFAB AT ATLANTIC CITY MAY 15

Latest word from the State Department is that everything is set for the World Telecommunications Conferences to be held in Atlantic City, N.J., starting May 15th to bring up to date the provisions of the basic international agreements concerning telecommunications and to revise the legislative machinery of the International Telecommunications Union. The first of these conferences will be the Radio Administrative Conference to be followed by the Plenipotentiary Telecommunications Conference and the High Frequency Broadcasting Conference.

New developments during the war in the techniques of telegraph, telephone and radio have made obsolete the provisions of the International Telecommunications Convention agreed upon at Madrid in 1932 and the General Radio Regulations agreed upon at Cairo in 1938. The Atlantic City Conferences will undertake to modernize the present Convention and Regulations and to provide for future revisions that may be necessary to keep up with new scientific developments in this field.

X X X X X X X X X X

TRUMAN FIRST HEARD OF LEWIS DECISION THROUGH CBS ENGINEER

President Truman first learned of the Supreme Court decision upholding the contempt convictions against John L. Lewis and the United Mine Workers, through the alertness of CBS engineer Clyde M. Hunt.

At 12:30 P.M. that day, Hunt, Chief Engineer for WTOP-CBS, Washington, was setting up his controls preparatory to the President's radio address at Baylor University, Waco, Texas, when he heard the Lewis bulletin over the CBS feed-back circuit. Hunt immediately informed Charles Ross, White House press secretary, who in turn relayed the news to Mr. Truman.

X X X X X X X X

RADIO SET PRODUCTION STILL LAGS

Production of radio receivers in the United States Zone of Germany averaged 246 per month during the third quarter of 1946, a total of 404 having been produced in September. The monthly average for 1938 (in that area now included in the Zone) was 12,000. Radio sets manufactured in the United States section of Berlin during the January-August period in 1946 totaled 35,834, the output for August being 5,768. Loud speakers produced in the sector during the 8-month period numbered 88,366, of which 13,772 were produced in the month of August.

X X X X X X X X X X

PREDICTS 60,000 CHICAGO TELEVISION RECEIVERS IN 1947

Sixty thousand new television receivers will be available to the Chicago area by the end of 1947, and co-axial cables for network television programs between New York and Chicago should be in operation early in 1948, Carl J. Meyers, WGN engineering director, predicts.

Of the 300,000 sets promised by radio manufacturers for 1947 throughout the country, approximately 20 per cent will be allocated to the Chicago area, Mr. Meyers said. The sets coming off the assembly lines today will not be made obsolete by the advent of simultaneous color transmission which is now being perfected. Mr. Meyers predicts black and white television will be the dominant system for the next five or six years. Television sets of today will be capable of receiving simultaneous color transmission with the aid of a simple radio frequency converter, according to Mr. Meyers.

WGNA, telesister of WGN, will offer a wide variety of programs for its audience by Fall of 1947, Mr. Meyers said, with all mediums of entertainment and education contributing heavily. Mr. Meyers looks upon television as a field which will supplement but not replace the established arts. The three types of television shows - local, network, and televised movies - will draw heavily upon today's radio, movie and theatrical fields for its talents, he said.

X X X X X X X X X X

HENRY M. PEASE, OF STANDARD ELECTRIC, DEAD; A BBC FOUNDER

Henry M. Pease, first Vice Chairman and a director of the International Standard Electric Corporation, the manufacturing associate of the International Telephone and Telegraph Corporation, of which he was alsoaVice-President and Director, died last Friday at the New York Hospital at the age of 71 after a short illness.

Mr. Pease, a native of Illinois, was an outstanding figure in the telephone manufacturing field and a leading figure in telephone development in Europe and many other parts of the world.

In addition to his positions with International Standard Electric and International Telephone and Telegraph, Mr. Pease was also Vice-President and Director of the Federal Telephone and Radio Corporation, and a Director of International Telecommunication Laboratories, Inc.

In 1922 Mr. Pease took an active part in forming the British Broadcasting Company, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. The following year he negotiated the contract for the first transatlantic radiotelephone transmitting station with the British Post Office, and thus established the London Company in the manufacture of this particular product line.

X X X X X X X X X

SCISSORS AND PASTE

Charges Vandenberg Controls U.S. Broadcasts To Russia
("In Fact")

A confidential memorandum to Secretary of State Marshall on the eve of his departure for the Moscow Conference has posed a series of startling questions and made six flat charges all designed to warn him that he faces failure at that conference because of the propaganda activities behind the iron curtain of his own State Department.

The memorandum, compiled and documented by two officials, was accompanied by their letters of resignation from the Office of International Information and Cultural Affairs (OIC). Marshall, to date, has left the OIC operation to William Benton, millionaire advertising executive and close friend of Senator Arthur Vandenberg and Herbert Hoover. The memorandum made the following charges:

1. That propaganda broadcasts beamed at the Russian people by the U. S. State Dept. during the Moscow Conference will first be cleared by Senator Vandenberg.

2. That by "remote control" Marshall will be constantly "kept in line" by the anti-Russian bloc of the Congress which has backed Benton's OIC propaganda operations.

3. That Benton, fully aware that there are less than 100,000 short-wave receiving sets in the USSR, nonetheless has expended some $5,000,000 for personnel and equipment to beam propaganda broadcasts meant chiefly for the ears of Soviet Government radio monitors.

4. That an anti-Russian Pole has been chosen as producer of the OIC broadcasts to the Soviet. (Editorial note: OIC's NYC office will neither confirm or deny reports that this man was fired a few hours before first broadcast.)

5. That while Marshall may be saying one thing in Moscow the State Dept. broadcasts, cleared by Vandenberg, will reflect the sentiments of the anti-Russian bloc in Congress.

6. That the Voice of America has been flatly labeled a propaganda mechanism by no less than Kent Cooper, General Manager of the Associated Press and Earl Johnson, Vice-President of the United Press. (Editor & Publisher Dec. 14 reported: "Mr. Cooper of the AP and Mr. Johnson of the UP flatly opposed any gov news dissemination. They regard gov. proprietorship as certain to cause any dissemination to be regarded by peoples of the world as propaganda in its fullest cynical form, and do not believe the government could possibly fulfill the purposes stated by Mr. Benton.")

- - - - - - - -

Movie "Radio Take It Away" Raps Quiz Shows"
("Life")

"Radio Take It Away" is a new Paramount movie short which hilariously satirizes the inanities of the current rash of audience-participation shows. For 11 minutes it swats with happy accuracy at radio's vast largess, its brow-beaten contestants, and its silly interviews. It is at its best when it shows befuddled amateurs at the microphone strugglin over stupid questions asked by gurgling quiz masters who do not know the answers themselves. Few critics will state that "Radio, Take It Away" is exaggerated.

X X X X X X X X

Advertising Does the Trick

(Niles Trammell, President, National Broadcasting Company, in "Radio Age")

Before the days of modern advertising it took many years to establish new products or change the public's buying habits. Seventy years elapsed before the power loom had eliminated the hand loom. The Bessemer process of steel-making had to overcome thirty years of stubborn opposition before it was generally adopted. Even McCormick's reaper needed almost a generation before it became fully accepted.

But how long did it take for the modern radio to catch on? or refrigerators? - or frozen foods? - or nylon stockings? And almost within a matter of months, the non-refillable fountain pen has become an accepted commonplace in the United States.

In no other country in the world do these things happen! Why? Because we have found the key which never fails to unlock the resourcefulness and ingenuity of the American economy - advertising.

- - - - - - - -

"The Eagle's Brood"

(Jack Gould in the "New York Times")

"The Eagle's Brood", the Columbia Broadcasting System's documentary broadcast on juvenile delinquency, was an angry, tough and eloquent piece. In purest form it was a crusade against public apathy, a crusade told in the persuasive imagery of words, music and stagecraft. Last Wednesday night the art of broadcasting found its voice and lifted it as one truly come of age. * * * *

Though not receiving formal program credit, the Messrs. William S. Paley, Frank Stanton and Edward R. Murrow of CBS would seem no less entitled to recognition for their part in "The Eagle's Brood". In all, the single presentation involved a total expense of nearly $50,000, including the cost of canceling "Information Please" in order that the documentary might be heard at choice evening time and might perform a maximum public service.

From every standpoint, "The Eagle's Brood" was one of those occasions when radio could hold its head high.

- - - - - - - - - -

McCormick Sets Fast Radio Pace But Has Faith In Press

(George A. Brandenburg in "Editor & Publisher")

Col. McCormick is President and Treasurer of WGN, Inc. His attitude toward the public interest in radio was summed up in a recent broadcast: "American radio belongs to the American public and we consider it a sacred trust." WGNB, the Tribune's FM station, pioneered broadcasting of a daily facsimile edition, the first of its kind of any Chicago newspaper.

Highly cognizant of technological developments in radio, yet confident that newspapers can offset these new inventions by improving their own product, he recently stated: "We feel more strongly than ever that the newspaper as an institution has a permanent contribution to make in promoting that understanding of men and events which is necessary to the maintenance of civilization."

X X X X X X X X

TRADE NOTES

The Radio Corporation of America has filed its answer in the patent suit which the Zenith Radio Corporation lodged against it in the U. S. District Court at Wilmington, Del. last December.

Zenith at that time listed something over a hundred patents which it alleged RCA had asked it to mark on its sets and stated that only 15 radio and television patents had any relevancy to the sets it makes. The Court was asked to declare these patents invalid and not infringed.

Dumont television station WTTG in Washington, D. C., estimates there are now about 500 television sets in the Capital.

The Stromberg-Carlson Company reported a net income for 1946 of $802,910, equal, after payment of preferred stock dividends, to $2.57 a common share, compared with $708,962 or $2.51 a share in 1945.

The company said 1946 shipments of $21,513,486, were five times greater than pre-war volume and more than 50 per cent above the previous peacetime peak established in 1929.

Rear Admiral Ellery W. Stone, former Chief Allied Commissioner in Italy, was received last Friday, according to an Associated Press dispatch from Rome, into the Catholic Church. He was reported planning to marry Italian Baroness, Renata Arborio Mella di Santelia, member of a family with close Vatican connections.

The 53-year old Naval Reserve officer, now Chief of the Italian Military Affairs Section of Allied Force Headquarters, was divorced in Reno recently. He was once Vice-President of Mackay Radio and Telegraph Company and President of Postal Telegraph Co.

The ASCAP General Annual Meeting and Dinner will be held on Thursday, March 27th in New York at the Ritz Carlton Hotel.

Annual reports of the Society's officers will be given at the general membership meeting in the afternoon.

Dr. H. B. G. Casimir, Co-Director of the Philips Research Laboratories, Eindhoven, Holland, arrived on the Veendam this week to deliver a series of invitation lectures at Johns Hopkins University, Baltimore, on the properties of matter at low temperatures and on problems in quantum electrodynamics.

The Miami Herald, publisher of which is John S. Knight, also owner of the Chicago Daily News broadcast its first facsimile newspaper last Monday. It was 8 by 11½ in. in size and only an experimental issue. The Herald, however, plans to publish the fax regularly.

The Federal Communications Commission has announced adoption of an order directing that the proceedings on the renewal application of Station WTOL, Toledo, Ohio (Blue Book case) be reopened and that the application of Public Service Broadcasters, Inc. for a new station at Toledo to operate on 1230 kc, 250 watts, unlimited time (seeking same facilities assigned WTOL) be set for consolidated hearing in those proceedings.

Major markets are receiving their first shipments of the new Bendix AM-FM radio-phonograph, according to J. T. Dalton, General Sales Manager for radio and television. Secondary trading areas will follow as production is stepped up, he said.

First off the lines, Model 847-B provides 88-108 mc FM, standard broadcasts and automatic phonograph. It features a contemporary modern cabinet in genuine walnut veneers with a moderate price of $269.95.

To assure itself of adequate supplies of hardwood for radio and radio-phonograph cabinets, Philco Corporation went into the lumber business last year by purchasing about 100,000,000 feet of standing timber in North and South Carolina and installing a modern band sawmill and the latest-type logging equipment, John Ballantyne, President, informed stockholders.

Philco produced more than 6,250,000 board feet of cabinet woods during the last eight months of 1946 and provided 50% of the lumber used in all its wood cabinets during the year, Mr. Ballantyne stated.

"The shortage of cabinet woods is still acute", according to Mr. Ballantyne, "so the ownership of these timber resources and processing facilities should contribute in substantial measure to the output of Philco console radios and radiophonographs in 1947.

Emerson Radio and Phonograph Corp. and Subsidiaries - Thirteen weeks to Feb. 1: Net profit after $557,476 taxes was $642,394, equal to $1.60 a share, compared with $141,893 or 35 cents a share for thirteen weeks to Feb. 2, 1946, when $95,667 was provided for taxes.

The nineteenth anniversary of the American Forum of the Air over MBS was celebrated recently. Among those participating were Irvin P. Sulds, producer; T.A.M. Craven, Vice-President of Cowles Broadcasting Co.; Sen. Charles W. Tobey (R), of New Hampshire, one of theparticipants in the 19th anniversary and panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, Chairman and founder of the forum; Judge Thurman Arnold, former Assistant Attorney General, also a 19th anniversary panel member; Charter Heslep, Washington representative of MBS; and Wendell Berge, until recently Assistant Attorney General, anti-trust division.

X X X X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
MAR 21 1947
MILES TRAMMELL

INDEX TO ISSUE OF MARCH 20, 1947.

Black And White TV Boom Seen Following FCC Color Decision.....1

Radio Seen Doing All Right - But Could Do A Lot Better.....4

Halsey Sans Mikado's Horse And Saddle, New I.T.& T. Director.....5
Commodore Webster Confirmed As FCC Commissioner.....5

NAB-ASCAP Parley Proves Friendly Get Together.....6
Donald MacGregor New Zenith Vice-President.....6

Paley, CBS, and Durr, FCC, Receive "Variety" Awards.....7

Benton Bangs Back At McDonald Over State Dept. Broadcasts.....8

Miss Truman, Radio Surprise Of Year, Wins Public's Heart.....9

Still Prefers External To Built-In FM Antennas.....11

Sees Black And White TV For Next Five Years.....12

Gov. Gates Of Indiana Vetoes Anti-ASCAP Bill.....13
Won On Horses; Lost To FCC.....13
NAB Tells Congress How It Stands On Labor.....13

Scissors And Paste.....14

Trade Notes.....16

No. 1767

March 20, 1947

BLACK AND WHITE TV BOOM SEEN FOLLOWING FCC COLOR DECISION

One prediction made in connection with the Federal Communications Commission rejecting the plan of the Columbia Broadcasting System for color television is that many will now lose no time getting aboard the black and white television band wagon. One of the first persons to be heard from following the decision was J. R. Poppele, President of the Television Broadcasters' Association, who had fought hard against color, and who said:

"The public can expect the production and manufacture of television receivers to be accelerated greatly and the number of applicants for commercial black and white television stations to be increased materially during the next few months."

The FCC didn't entirely close the door in the face of Columbia. It said:

"In reaching this decision, the Commission does not desire to minimize in any way the advances that have been made in the development of color television. On the contrary, the Commission is of the opinion that Columbia Broadcasting System, Dr. Goldmark and the people who have worked under him are to be commended for their continuing interest in the field and for the great strides that they have made in this field in so short a period. The Commission, however, cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested and that need exists for further experi mentation along the lines noted above. It is hoped that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date."

It was the general conclusion of the FCC that with facilities in the radio spectrum for only one system of color television that further experimentation should be made to see which one that should be. "The Commission cannot escape the conclusion that many of the fundamentals of a color television system have not been adequately field tested."

Highlights of the decision follow:

"It should be pointed out that the only color television system as to which Commission approval is requested in this proceeding is that proposed by Columbia. During the hearing Radio Corporation of America demonstrated another color television system. This is the so-called simultaneous system where each picture is scanned simultaneously in three colors - red, green and blue - and these transmissions are sent simultaneously on three different channels and are combined at the receiver to produce a color image. Radio Corporation of America did not advance this system as one which should be approved at this time. RCA stated that its system was

still in the laboratory stage but presented it to the Commission as representing a system which could be developed for commercial use in four or five years and which, according to RCA, has many advantages over the sequential system. * * * *

"The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system. In television the receiver and transmitter are in effect components of one integrated system, or, expressed in another manner, the transmitter and receiver are related to each other as a lock and key. Unless they are both designed to meet certain fundamental standards, the receiver will be unable to accept the transmissions from the transmitter. For example, let us consider the method of transmitting the color. The method proposed by Columbia is the sequential method. RCA has proposed as an alternative the simultaneous method. Still other possibilities exist. Receivers that are built for the sequential system would not be able to receive programs from television stations broadcasting on a simultaneous system or on another system.

"The method of transmitting color is only one of the many fundamental standards that have to be fixed. In addition, mention might be made of number of lines, frame rate, type of sound system, etc. In all of these cases, the receiver must be constructed to the same standards as the transmitter if they are to be able to receive the programs. If at any time a broadcast company should change any one of the above standards, all the receivers which it previously serviced would immediately become useless. Unlike the automobile or vacuum cleaner which remains capable of operation after a new model is brought out, a change in any one of the fundamental standards at the transmitter would immediately make all receivers built for the old standards obsolete.

"Thus, it is obvious that before permitting a new television service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build receivers, and the public could not purchase receivers with any confidence that they would be able to receive programs from all television stations, or that their receivers would not become useless immediately after they were purchased if the existing stations should change any of the fundamental standards. Under these conditions, it is entirely unlikely that television receivers would be bought on any mass basis. The justification for allocating so much of the radio spectrum to television broadcasting - 78 megacycles for Channels 1-13 and 440 megacycles for experimental television - is that television is an important medium for bringing news, education, culture and entertainment to large segments of the population. With the great demand for frequencies on the part of the other radio services which cannot be met in full, the Commission would not feel justified in allocating so many frequencies to television at the expense of the other radio services, if it were inevitably destined to be limited to small audiences.

"Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service, if the new changes were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless.

"Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by Columbia Broadcasting System should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance which may be expected of a color television system within a reasonable time. The Commission bases this conclusion on two grounds. In the first place, the Commission believes that there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored.

"Before approving a new system of television, it is indispensable that there be an adequate program of field testing. Receivers and transmitters must be subjected to numerous tests over a long period of time and at a diversified set of locations and operating conditions so that operation under average home conditions is closely approximated. Without such field testing, there is no assurance that all fundamental defects have been eliminated. There is a great difference between the performance of a system in a laboratory with trained personnel and its operation in the home by the average citizen. In the history of electronics there have been developments which looked promising in theory and even in operation in the laboratory but which revealed such fundamental defencts when subjected to adequate field testing that they had to be abandoned entirely.

"The record in this case discloses that while Columbia has done an extensive amount of testing of its system, most of it has been in the laboratory or under controlled conditions. No extensive testing under widely varying circumstances has been attempted. For example, all experimentation has been confined to one station in New York City. Furthermore, from the record it does not appear that at any time have there been more than 15 receivers in operation and all of these were in the hands of Columbia. In this connection, it might be pointed out that before standards were adopted for monochrome television, there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public."

X X X X X X X X

RADIO SEEN DOING ALL RIGHT - BUT COULD DO A LOT BETTER

In a three-cornered debate over WPIK, one of the newer stations in Washington, D. C., last Sunday, "Is Radio Doing A Good Job?" the participants seemed to hold divergent views. Those who battled it out were Alan Barth, an editorial writer of the Washington Post, which has its own station WINX, A. D. ("Jess") Willard, Jr., of the National Association of Broadcasters, and Robert K. Richards, editorial director of Broadcasting magazine.

Mr. Willard opened by saying that people spent more time listening to the radio than any other occupation save sleeping and working, therefore radio must be good.

Mr. Richards said radio is doing a good job, the listeners are doing a good job but the FCC is falling down in its responsibility.

Mr. Barth, in his introductory remarks, said:

"No flat answer can be a fair one to the question, 'Is radio doing its job?' In many respects radio is undoubtedly doing a good job - a better job than in any other country. But it's fair to say, I think, that it isn't doing as good a job as it's capable of doing - or as good a job as the public interest, in a time of terrible confusion, requires.

"The reason is that radio is still operated too largely in the interest of advertisers rather than in the interest of listeners. Broadcasters need to recapture, as some have done already, the control over their programming which they have too largely turned over to advertising agencies and sponsors. They need to curb commercialism - both in the form of tedious and tasteless advertising plugs and in the form of stereotyped entertainment - and they need to balance their commercial shows with more sustaining programs and local live programs.

"Since radio derives all its revenue from advertising, it's important, of course, that it should prove effective as a sales mechanism. Naturally, this means it must focus on mass entertainment. But to do its full job, it must take into account minority tastes as well as the taste of the majority. And it must provide more than entertainment. It must serve as a tool of the democratic process - by affording the public the information and the forum for discussion necessary to the solution of controversial public problems."

Mr. Barth made some reference to soap operas and someone asked him if he had ever listened to this type of offerings before complaining about them. Barth replied that he had once been sick and listened to them until he was sicker.

X X X X X X X X X

HALSEY SANS MIKADO'S HORSE & SADDLE, NEW I.T.& T. DIRECTOR

Admiral William F. Halsey, Jr., a native of Elizabeth, N.J., is a new member of the Board of Directors of the International Telephone and Telegraph Corporation. As Fleet Admiral during the latter stages of the war against Japan, Admiral Halsey, Commander of the Third Fleet entered Tokyo Bay on August 29, 1945 on the U.S.S.MISSOURI. It was aboard the MISSOURI that the Japanese Imperial Government surrendered to General Douglas MacArthur and Admiral Chester Nimitz.

On a goodwill tour through Latin America in the Summer of 1946, Admiral Halsey was awarded the following decorations: Grand Master of the National Order of the Southern Cross of Brazil, Order of Naval Merit from Cuba, the Order of the Liberator from Venezuela, the Order of Ayacucho from Peru, and Chile's Grand Cross of the Legion of Merit. Ecuador awarded him her highest medal of Abdon Calderon; Colombia and Panama the Grand Crosses of Boyaca and Balboa, while Guatemala made him a Supreme Chief in the Order of the Quetzal.

Leonard Jacob II, who has been associated with the I. T. & T. for more than twenty years, has been elected a Vice-President of that system.

A native of New Rochelle, New York, Mr. Jacob was graduated from Williams College in 1916. Following World War I, in which he served as a Lieutenant in the United States Navy, Mr. Jacob was with W. R. Grace & Company until 1923 when he joined All America Cables and Radio, Inc., I. T. & T.'s Central and South American telegraph affiliate. In 1928 he was made an assistant Vice-President of I. T. & T. and Managing Director of the Companhia Radio Internacional do Brasil, the corporation's communications subsidiary in Brazil. He was elected a Second Vice-President of I. T. & T. in February 1944.

X X X X X X X X X

COMMODORE WEBSTER CONFIRMED AS FCC COMMISSIONER

As had been expected, Commodore Edward M. Webster, U. S. Coast Guard, retired, was confirmed without opposition as a member of the Federal Communications Commission. The Senate took this action Tuesday, March 18th. Commodore Webster is to fill the unexpired term of seven years from July 1, 1942.

The only objection that could be seen to Webster's confirmation was that like Commissioner E. K. Jett, he was an independent politically. Webster is a native of Washington and has been in the Government service all his life and has never voted. He expects to take office about April 15th, if not sooner.

X X X X X X X X X X

NAB-ASCAP PARLEY PROVES FRIENDLY GET TOGETHER

The NAB Music Advisory Committee and a committee from ASCAP met in New York Tuesday, March 18th. NAB President Judge Justin Miller, in opening the meeting stated that the broadcasting industry is responding to a suggestion made by John Paine, General Manager of ASCAP, that discussion regarding future relations between the Society and the industry seemed advisable. He introduced Theodore C. Streibert, WOR, Chairman of the NAB Committee, who in turn presented Mr. Paine.

Mr. Paine stated that ASCAP was happy at the relationship that had grown up over the recent years between the Society and the broadcasters. The only problems that exist, he observed, can be eliminated if both parties will devote themselves seriously to their solution.

After a lengthy and friendly discussion, Judge Miller suggested to Mr. Streibert that special sub-committees be appointed to consider each of these problems. Both Mr. Streibert and Mr. Paine accepted this suggestion. The sub-committees will be named later and meet promptly and report back respectively to the NAB and ASCAP full committees by May 12, 1947. The joint NAB-ASCAP Committee is scheduled to meet again on May 13.

X X X X X X X X

DONALD MAC GREGOR NEW ZENITH VICE-PRESIDENT

Donald MacGregor, formerly Executive Vice-President of Webster-Chicago Corporation, has been elected Vice-President in Charge of Production, of the Zenith Radio Corporation.

"Mr. MacGregor has been actively engaged in one phase or another of radio manufacturing sinze the very early days of broadcasting", said E. F. McDonald, Zenith President.

"He began his business career with the Belden Manufacturing Company in 1920, where as Assistant Manager of the Cable Department, he was soon supplying transmission cables to broadcasting stations. From 1924 to 1930 he was Vice-President and General Manager of the All-American Mohawk Corporation, producers of radio components and complete sets.

"After two years as Vice-President and General Manager of the Rauland Corporation, he was employed in 1933 by creditors of the Thorardson Electrical Manufacturing Company as General Manager of the company. In three years' time he rebuilt Thordarson from a depression near-casualty into one of the strongest manufacturers in radio parts industry.

"In 1937, as President of the Watsontown Cabinet Co., he began with an empty factory that had been idle for four years, and in two years had transformed it into one of the largest cabinet producers in the radio industry.

X X X X X X X X X X

PALEY, CBS, AND DURR, FCC, RECEIVE "VARIETY" AWARDS

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, and Clifford J. Durr, of the Federal Communications Commission, received special awards in "Variety's" Annual survey of Showmanagement". The usual awards were made to individual stations.

Text of citation to Mr. Paley read:

"'Variety' this year presents a special award to the Columbia Broadcasting System's Chairman of the Board for being foremost among industry leaders to invite public criticism and suggestion in a spirit of sincere and genuine cooperation. When, last October, Paley stood before NAB convention in Chicago and tossed off his Paley Primer On Programming as the most effective means of injecting a constructive hypo into the radio pattern and combating the wholesale wave of criticism against the medium, it represented a courageous step. It was a (let's-put-our-house-in-order' note of caution that would inevitably invite a field day for skeptics unless Paley's own CBS took the initiative and did something about it. But perhaps they didn't reckon on Paley, for already a noteworthy chapter has been written into the Primer. In a precedent-shattering move, Paley is knocking off commercial shows at prime time in order to program a series of vital documentaries, thus exposing the shows to a potential audience numbering in the multi-millions. Further, he is promoting the improvement of international understanding by experimenting with new program techniques and by injecting a new note of realism in reporting the events of the world.

"The presence and continuance of a voice such as his, within high places in American broadcasting, is essential if radio is to fulfill its brightest promise. To thousands of practitioners in radio, in the creative and technical fields, the traditions of American radio which he most clearly articulates are a source of constant and renewing encouragement."

Commissioner Durr's award read:

"Clifford J. Durr is one of the few Commissioners in the history of the FCC who has been able to see the woods for the trees. By contrast with the lawyers and engineers who have usually been his colleagues, he has insisted that the decisive criterion of radio service is not primarily the coverage pattern, the balance sheet, or the subtleties of a practitioner before the FCC Bar, but what comes out of the loud-speaker: the program. It is preeminently Durr who has refused to lend his assent to Commission decisions which might tend to corrode the foundations of a truly free and unmonopolized radio. It is Durr who has struck out sharply against inflated sale prices for facilities which are primarily the property of the public. And finally, it is Durr who has not hesitated to state his position publicly and in lucid terms, stumping the country from end to end to preach the gospel of democracy in radio.

"To the Great Dissenter of the present FCC; the guardsman of the American people's stake in the air they nominally own and the most showmanagement-minded Commissioner on the FCC, 'Variety' extends its esteem and its 1946 Award."

Plaque awards were:

How To Run A Radio Station - WNBC, New York; WHDH, Boston

Expanding Radio's Social Usefulness: WEEI, Boston, KUOM, Minneapolis; WKY, Oklahoma City.

Responsibility To The Community: KLZ, Denver; WSTV, Steubenville; WNYC, New York; WAVE, Louisville.

Imagination In Promotion: KSTP, Minneapolis

Outstanding Service To The Farmer: KMA, Shenandoah; WLS, Chicago.

Fostering Racial Understanding: WSB, Atlanta; WINX, Washington, D. C.

Among the stations which came in for special mention were:

WIND, Chicago: Ralph Atlass' sports-minded indie was that in spades during 1946 and gave its listeners some notable on-the-spot news coverage.

WBBM, Chicago: Did a headsup job on behalf of Negro culture and their contributions to America and on behalf of Negro-white understanding.

X X X X X X X X X X X

BENTON BANGS BACK AT McDONALD OVER STATE DEPT. BROADCASTS

Upon receipt of a letter from Commander E. F. McDonald, Jr. opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe taking over the entire broadcasting business, Senator C. Wayland Brooks (R), of New York, inserted the letter in the Congressional Record (March 12). Senator Brooks followed through by printing an answer to the charges in the Record (March 17) from William Benton, Assistant Secretary of State.

Secretary Benton said, in part:

"Commander McDonald shows lack of familiarity with certain aspects of the problem when he compares international broadcasting to newspapers and magazines, and states, 'There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines.'

"As a matter of fact, the Government does publish one magazine for distribution abroad, the magazine Amerika, in Russian. This is the only magazine from the United States which the Russian Government will allow to circulate in Russia. * * * *

"I hope that the State Department will be able shortly to send to Congress the proposal I have developed for a plan which will take the international broadcasting out of the Department. The substance of the plan was approved by Secretary Marshall the day he left for Moscow. The plan is now being reviewed by the Bureau of the Budget. It covers or implicitly answers some of the points raised by Commander McDonald. In my opinion, it is, as developed, the most satisfactory plan possible in the present circumstances. * * * My hope is that final congressional action will provide a set-up which will give to Commander McDonald and to me and to the radio industry what we are all seeking: a voice of America overseas that is truly representative of our American life."

X X X X X X X X X X

MISS TRUMAN, RADIO SURPRISE OF YEAR, WINS PUBLIC'S HEART

There is the eternal question of how an ex-president may earn a living but no such contingency can arise with a President's daughter who can sing as well as Miss Truman. Radio offered her a history-making break and she more than made good. That Miss Truman had such a promising voice was the radio surprise of the season. Being the daughter of such a popular President, friends were prepared to be polite no matter what kind of a singer she turned out to be. Those in the know admired her courage in choosing a radio debut but many feared that the cold and merciless microphone which not only shows up the slightest imperfections but magnifies them, feared that the mike might prove her undoing.

Well we know now how happily it all turned out not only with Mr. and Mrs. John Q. Listening Public but also with the hard boiled musicians. Newspapers showed so much interest in the event that in addition to the professional musical criticism, many of them carried editorials. Noel Straus, New York Times' cricit wrote:

"Miss Truman must have been aware that her singing was being heard by the largest audience that ever tuned in for any artist on the air. She could not help realizing that not only the immense listening public, but, as a component part of that public, every vocalist, every singing teacher and vocal student who had access to a radio set, was critically appraising her voice and her interpretations.

"In addition, the fact that she was singing with a major orchestra, a completely new experience for her, might easily have proved a handicap. Yet, in spite of these circumstances, which excusably would have intimidated any artist of long experience on the concert platform, Miss Truman delivered each of her offerings with a poise and self-control worthy of the keenest admiration.

"Her tones were steady and firm from the start of her group of contributions. * * *

"Miss Truman's lyric voice was sweet and appealing in quality in each of the three selections. It was especially pleasing in texture in the middle and upper registers of the extensive range, while the scale was even throughout the entire compass, all of the tones being well matched in timbre.

"The phrasing was careful and the legato smooth in all this singing. Moreover, Miss Truman's work from start to finish had an allure that resulted from a deep sincerity and an unaffected simplicity of approach.

"There was a sensitive feeling for melodic outline in "Cielito Lindo' that also marked Miss Truman's singing in her other numbers. The popular tune, which was given in the original Spanish, was presented with spirit, refinement and sensitivity of feeling.**

"The flexibility of the voice was demonstrated in 'Charmant Oiseau', the celebrated coloratura area which Miss Truman presented in its entirety, instead of limiting herself to but one of the stanzas, as has often been done. The aria afforded opportunity for the youthful artist to display her prowess in high staccato notes, in rapid scales and other technical feats, and when she arrived at the formidable cadenza at the close, the three D's in 'alt' proved well within the compass of the voice."

The New York Times said, editorially:

"The critics spoke of such things as tone, breathing, range, phrasing and pitch. They were on the whole, encouraging. But the mainly untutored 15,000,000, if their comments could be heard, might add something more. They felt a warmth and sweetness that were not dependent on accidental circumstances. Margaret Truman would have been like this if her father had remained a small Missouri business man and had not been forced by the burdens of a great task to neglect his own piano playing. She has a native simplicity, sensitiveness and sincerity. One doesn't know how far she will go in the stenrly competitive musical field. But she won many hearts, and her father and mother have a right to be proud of her."

Miss Alice Eversman, music critic of the Washington Star, wrote:

"The American public found last night that an exceptional talent was presented to it in the radio debut of Margaret Truman. Singing with the Detroit Symphony under the direction of Karl Krueger, her lovely soprano voice was heard across the nation for the first time. Pure and appealing in timbre, it came over the air waves with assurance in Padilla's 'Cielito Lindo', the aria, 'Charmant Oiseau' from David's 'La Perle du Bresil' and the beloved song, 'The Last Rose of Summer'. The flexibility of Miss Truman's voice in the agility passages of the aria, where her runs were clear and true, has the natural elasticity that augurs well for an operatic career.

"The measure of her talent went deeper, however. It lay in the warmth and expressiveness of her tones, such as few singers today can claim, and the genuine feeling that gave them propulsion. Already she has style as in the spirited delivery of the Spanish song and the broad, well planned phrases of the aria but it was the simple melody of 'The Last Rose of Summer' that her special singer's gift was revealed. Her voice is of wide range and well schooled in breath control and phrasing. Its quality reaches the heart, an asset not to be learned. The daughter of President and Mrs. Truman won the big heart of the American people last night who will follow with unabating interest the unfolding of a career that can be definitely hers and which began so auspiciously with her successful radio appearance.

X X X X X X X X X X

STILL PREFERS EXTERNAL TO BUILT-IN FM ANTENNAS

Suggestions by William R. Hutchins, Manager of Station WFMR, New Bedford, Mass., with respect to a campaign they were making in New Bedford for external antennas for FM sets, which appeared in our issue of February 5th, brought forth a letter to Mr. Hutchins from J. E. Brown, Assistant Vice-President of the Zenith Radio Corporation in Chicago favoring built-in antennas. We reprinted Mr. Brown's letter March 5th.

Now we are privileged to present herewith Mr. Hutchins' reply:

"I was interested to get your letter of February 17th. We feel here that even with the Zenith line cord antenna, an external antenna mounted on the roof or in the attic of the house will almost invariably do a better job. I agree with you that the Zenith line cord antenna is better than any of the other built-in antennas that have come to our attention.

"In this area everybody will want to hear stations in excess of 25 miles away as New Bedford is approximately 30 miles from Providence which will have several of the FM stations intended to cover this territory. For that reason especially we feel that external antennas are going to be necessary in the great majority of cases for satisfactory reception. Our own transmitter is going to be about 16 miles from the center of New Bedford. By starting the campaign for external antennas, we hope to avoid disappointments later on and a consequent souring of people's attitude toward FM in general.

"While the line cord antenna is frequently satisfactory, we know of cases within 12 miles of our present installation where it is completely insufficient and yet even a detuned and hastily erected dipole outside of the house gives perfect reception.

"By all means continue installing the line cord antenna but please don't try to give the people the impression that it will always give them satisfactory reception. In some cases also we have noticed that heavy line noise seems to get through into the Zenith audio system. Does the use of the line cord antenna preclude adequate power line filtering?

X X X X X X X X X X

The illegal Spanish Republican radio, after 10 years of unbroken silence, was back on the air again last week calling for "liberty, democracy and social justice" for the Spanish people.

French police have been searching fruitlessly throughout four provinces for the hidden transmitter.

X X X X X X X X X

SEES BLACK AND WHITE TV FOR NEXT FIVE YEARS

Regarding the decision of the Federal Communications Commission's regarding color television, the New York Times said editorially:

"Two systems of transmitting and receiving television are at present in laboratory competition. One is the 'sequential', the other the 'simultaneous'. The names almost explain themselves. In the 'sequential' system three primary colors are transmitted with flashlike rapidity, one after the other, in the form of appropriate electric impulses, picked up by a receiver and presented to the eye in the proper order - all so rapidly that it is impossible to detect the process. In the 'simultaneous' system the three colors are separated by a special camera and photo-cells, transmitted all at once, picked up by three tubes and projected simultaneously on the screen - again with deceptive rapidity.

"The Federal Communications Commission has now decided that the sequential system is not yet good enough and therefore refuses to permit the erection by the Columbia Broadcasting System of a suitable transmitting station. Neither is the simultaneous system good enough, as its champions admit. So we shall have to look at black-and-white images for at least five years - the time required for the development of bright, flickerless, clear color television. If the public wonders why it cannot buy whatever color television receiver it wants, in accordance with the principle of free enterprise, it will have to content itself with the FCC's answer that there simply is not space enough in the radio spectrum for more than one color television system, and that if this little space is to be preempted it must be by a well-nigh faultless system. Moreover, a color transmitter bears to a color receiver the relation of lock to key, so that if the wrong keys are bought now there is no hope that they will fit the locks of the future.

"The reasons given by the FCC for its decision are technically sound. But it should not be overlooked that there is an immediate market for about $200,000,000 worth of black-and-white receivers, and that this market would be considerably reduced if imperfect but not wholly unsatisfactory color television were introduced. Half a century ago we let the disk and cylinder sound-recording companies fight it out, with the result that disk companies won. No one worried about any financial loss to the public when it became necessary to change from cylinder to disk machines. The fact that the ether is already overcrowded invalidates the analogy to some extent. Nevertheless, the public will wonder what has become of free enterprise. It will also wonder if television must be monopolized by the company that has had the foresight to develop a system of color transmission and reception which will be acceptable to the FCC. And it will sigh. Poor television! It has been 'just around the corner' for twenty years. Even at this late day there are only about 10,000 receivers in use - all black and white.

X X X X X X X X

GOV. GATES OF INDIANA VETOES ANTI-ASCAP BILL

Governor Ralph F. Gates, of Indiana, last week vetoed a copyright bill which was directed against the operation of the American Society of Composers, Authors and Publishers (ASCAP) in that State.

In his message to the General Assembly, the Governor said: "I am advised by the Attorney General that this Act is open to serious Constitutional questions. Furthermore, it deals with a subject which, in my opinion, can only properly be dealt with on a national level. If any legislation along the lines of this Act is to become law, it should be by action of the Federal Congress."

Under the provisions of the bill, the owners of copyright musical works were forbidden to operate in conjunction with other copyright owners to enforce the public performance of their works.

X X X X X X X X X X

NAB TELLS CONGRESS HOW IT STANDS ON LABOR

The position of the National Association of Broadcasters with respect to pending labor legislation was made known to Congress this week by NAB President Justin Miller in letters to the Chairmen of the Senate and House of Representatives Labor Committees.

Emphasizing that the secondary boycott has been "the most critical, but by no means the only collective bargaining abuse perpetrated by certain unions on the radio industry", Judge Miller continued:

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott."

X X X X X X X X X X X X

WON ON HORSES; LOST TO FCC

Two men attempting to beat the horses with radio were arrested at the Santa Anita race track on March 6th. Equipped with a pocket transmitter, one is said to have flashed the progress of races to his confederate on the outside so the latter could make "sure bets".

The illegal signals from the race track were first spotted by FCC monitors. A direction finder was secretly installed in the stands which showed that the transmitter was being used on the "lawn" near the finish line. Portable listening devices carried by FCC field men finally converged on the unlawful operator.

(Continued at bottom of page 16)

SCISSORS AND PASTE

Kobak Gleefully Hailed As Head Of Radio Advertising Group
"Editor & Publisher")

Maybe it's the Spring in the air; or maybe it's because the American Tobacco Co. has just signed a new three-year contract for Jack Benny's show. . .

We're in a happy mood about radio.

The real reason might be found in the announcement that Edgar Kobak of Mutual Broadcasting System has been named Chairman of an intra-industry committee on standards of program and advertising.

A year ago, Editor & Publisher heralded the Federal Communications Commission report on the radio industry's faults as a document to be considered carefully by publishers with broadcasting inclinations. We dubbed it "The Blue Book" - a name that has stuck - because of its cover hues, not because of its woes.

Through the year the Blue Book has been damned, and it has been used as a soapbox platform by the radicals who would play upon public ignorance. The FCC treatise is not entirely accurate, or fair, in its accusations, but it still stands as a pretty sensible criticism of radio's failure to heed the tastes of minorities and its refusal to be moderate in use of the public domain for commercialism.

Mr. Kobak's committee takes cognizance of the Blue Book's importance in these respects and aims to arouse the industry to a code of public service. Charles G. Mortimer of General Foods Corp. puts it well when he says: "If the goose that laid the golden egg has the pip, it's sensible to see what's the matter."

How easily radio might reform some of its plug-ugly practices is being demonstrated Sunday nights by Mr. Benny, now that Mr. Riggio, and not Mr. Hill, rules the Lucky Strike program. Come March 16, we are told, Mr. B. will have a special quartet render the area - LSMFT - Messrs. Crosby, Russell, Haymes and Day. Wow!

- - - - - - - - - - -

FM Radio Station License Sought By Red-Front Outfit
(Lyle C. Wilson, United Press)

It looks like the American Communists have hit it rich in a new propaganda gold mine.

Pending before the Federal Communications Commission is a frequency modulation broadcasting application in the name of Peoples Radio Foundation, Inc., P.R.F. for short. The license is sought for a New York City station.

P.R.F. is speckled almost black with Communists, fellow travellers, Communist organizations and Communist fronts. If the application is approved, the Communist party line may be expected to flow steadily from the proposed station over a listening area estimated to contain about 16,000,000 persons.

The New Leader, which keeps an unusually watchful eye on American Communists, reports that among the stockholders, indorsers and/or directors of P.R.F. is the International Workers Order. This fraternal association is recorded on Page 100 of the House Committee's 1944 report on unAmerican activities as "a subservient instrument of the Communist party in the United States." I.W.O. claims a membership of 155,000 and, as of some years ago, assets of $1,899,-611 - and an income of about $1,000,000 annually. This income is important because the congressional report goes on to say.

"Not only does the International Workers Order support the Communist party and its official organs but it renders the Communist movement incalculable service by supporting Communist-inspired front organizations both financially and organizationally."

Financial support seems to be the I.W.O. function in this instance.

- - - - - - - - - - - -

Kids Seek Dividend Paying Questions
(Bandel Linn in "Collier's")

Teacher to teacher: "Radio programs are ruining this school. Every time a pupil answers a question, he wants to get paid."

- - - - - - - - - - -

TV Converts 100 Year Old Chicago Merchant To Radio
("Minneapolis Sunday Tribune")

On his 100th birthday, a radio network invited Henry L. Lytton, owner of the Hub store in Chicago, to address the nation and the announcer turned up with a prepared script, "What's that paper you got there?" the old man demanded. "If you're expecting to put words into my mouth, we all might as well go home. I say what I please, radio or no radio!"

All argument failed and the uneasy announcer put an unrehearsed Lytton on the air - and led with his chin. After the introduction the announcer asked: "And how do you like radio, Mr. Lytton?"

"I don't like it. Not a little bit", the old merchant replied distinctly. The announcer laughed - not very convincingly - and explained he wasn't thinking of the programs but of radio as an advertising medium.

"It's no good", Lytton said, and the announcer didn't bring up the matter of radio again. However, last December, Lytton astounded his advertising staff by ordering a radio program to publicize his store.

"Not old-fashioned radio, though", he said. "Get television. I want to sponsor the hockey games. Television has a future."

X X X X X X X X X X X

TRADE NOTES

A permit for construction of an FM station in Chicago has been granted to the American Broadcasting Company by the Federal Communications Commission. It will have an antenna of 595 feet which will be located on the roof of the Civic Opera House.

A new type electrically operated, coaxial transfer switch, the first one of its kind to be produced for use with radar type altimeters, which makes possible the use of a single pair of antennas for operation of two separate radar altimeters, has been announced by the RCA Engineering Products Department.

Farms reporting in the 1945 Census as having radios were 4,264,007. Farms having electricity in dwellings were 2,787,624.

"The past is prologue", Maurice B. Mitchell, Sales Manager of radio station WTOP, told members of the Women's Advertising Club of Washington in a discussion of what lies ahead in radio.

Present-type radios in five years will be worthless, Mr. Mitchell predicted. In their place will be frequency modulation sets equipped with television receivers.

Wire recorders will solve the problems of record-playing in the near future, he also predicted. Tiny wires will record favorite music and can be used over and over again.

The traditional ban against mentioning competing stations and networks has been lifted at WOR by Theodore C. Streibert, President of the station. In a directive to the staff, Mr. Streibert said, "We will no longer avoid mentioning the call letters of other radio stations and the names of other networks when they fit into the normal context ofnews items and other programs. The old radio industry taboo against such mentions was arbitrary and artificial." Mr. Streibert pointed out, however, that such mentions should not be in the form of a plug, nor should they lead to cross-plugging.

X X X X X X X X X X X X

"Won On Horses; Lost To FCC" continued from page 13)

The latter worked with a woman. The latter observed the leading horses at the half and the three-quarter mark. Her partner sent a key signal which was picked up on the outside in time to make last-minute bets.

The two men were booked on charges of operating unlicensed radio equipment. It required about a month of stalking by the Commission's ether cops to localize them among the 50,000 and more people who jammed the track.

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
27 1947
NBS LIBRARY

INDEX TO ISSUE OF MARCH 26, 1947

Congress On Air; Surprise Debut Via Committee Hearing.....1

Fort Industry Secures Detroit TV Permit; 500 Ft. Antenna.....2

FCC To Permit Use Of Telephone Recording Devices.....3
Utah Law Protects Radio Stations.....3

Senate Okehs Daylight Time For Washington; Now Up To House.....4

NBC TV Tower Is New Capital Landmark; Day And Night.....6
Senator Taylor Compliments Commissioner Durr.....6

Broadcasts Planned To Greece Despite Reported Funds Cut.....7
Radio Execs Cited For Child Aid To Europe.....7

Quick Sell-Out Of Television Sets In Los Angeles TV Week.....8

Bob Richards Is New NAB Public Relations Head.....9
Radio Staging Comeback In Japan - But Slowly.....9

ASCAP Runs Out Red Carpet To Top Radio Executives.....10
U. S. Rules TV Isn't "Live Entertainment";Therefore Not Taxable..10

"Choose FM Antenna Carefully" - Advice From Service Head.....11
Would Give CBS Big "E" For Color Try; Newspapers Warned.....11

Headliners To Set Fast Pace At First FM Regional Meeting.....12
Sir Harry Greer, British Television Pioneer, Dies.....12

Scissors And Paste.....13

Trade Notes 15

No. 1768

March 26, 1947

CONGRESS ON AIR; SURPRISE DEBUT VIA COMMITTEE HEARING

Senator Pepper (D), of Florida, Representative John M. Coffee (D), of Washington, and others for years have been trying to secure permission to broadcast the proceedings of Congress. Resolution after resolution has been introduced but they have always been pigeon-holed. However, with no advance publicity and simply by verbal authorization a tremendous step towards putting Congress on the air was taken last Friday morning when, for the first time, microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting.

It was a session from the Caucus Room of the House Office Building where the House Foreign Affairs Committee was questioning Undersecretary of State Dean Acheson on President Truman's proposed appropriation for aid to Greece and Turkey.

The pickup was reported of good broadcast quality, despite the fact that remarks by House Committee members were picked up by microphone from a public address speaker. Mr. Acheson spoke into a microphone.

The Committee Chairman, Representative Eaton (R), of New Jersey, opened the meeting and Undersecretary of State Dean Acheson then was questioned by Representative John Kee of West Virginia and Representative Karl E. Mundt of South Dakota on the proposed aid to Greece and Turkey. Main content of the broadcast portion was defining the situation which makes aid to Turkey necessary . . . namely the war of nerves being waged against Turkey by the Soviet Union. Mr. Acheson was also questioned on the amount of war reparations Greece is to receive from Italy.

All this and more was heard by listeners who had the good fortune to be tuned in on radio history in the making. Previously recorded portions of Committee hearings had been broadcast but this was the first live pick-up.

Preliminary arrangements for the broadcast were begun over a week ago by the National Broadcasting Company. Certain Committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from Richard Harkness, NBC commentator, and William R. McAndrews, NBC Director of News Events, however, were to the effect that the hearings would be covered "impartially" and so overcame objections.

Nevertheless, on the first vote the Committee turned down the request but this was reversed at a subsequent session. Once permission was granted to NBC, the bars were let down to all networks. MBS had a direct pick-up to WOL, and WMAL for ABC recorded the entire testimony for editing.

Of the achievement, the Washington Post, in an editorial captioned "Congress on the Air", said:

"For the first time in history, Americans on Friday heard a live radio broadcast of the proceedings of a Congressional Committee when the National Broadcasting Co. carried a microphone into the Caucus Room of the House Office Building where Undersecretary of State Dean Acheson was testifying before the Foreign Affairs Committee. The experiment will be repeated when Mr. Acheson goes before the Senate Foreign Relations Committee today. The occasion certainly warrants the interest of the radio reporters. The wide circulation given to Mr. Acheson's words on a subject of great public significance - the proposed 400-million-dollar appropriation for aid to Greece and Turkey - seems thoroughly desirable.

"Although there have been suggestions that all Congressional proceedings be broadcast, including the debates on the House and Senate floors, radio has thus far directly transmitted from the Capitol only special messages by the President and other distinguished visitors. We have misgivings about keeping Congress steadily on the air. The effect might be to remove the appendix from the Congressional Record and convey all its contents to the microphone, substituting endless and perhaps empty oratory for the less glamorous business of getting practical legislation framed. But there are times when Congress and its Committee proceedings ought to be heard. The selection of these occasions should be left, we think, to the private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take their notebooks and pencils. Radio merely broadens the range of proceedings which Americans are free to hear if they are able to go to Capitol Hill in person.

X X X X X X X X X X

FORT INDUSTRY SECURES DETROIT TV PERMIT; 500 FT. ANTENNA

There will be something new in Detroit when the Fort Industry Company erects the new 500 foot television antenna (almost as high as the Washington Monument, which is 555 feet) authorized last week by the Federal Communications Commission. The Commission also issued to Fort Industry, of which Commander George B. Storer is President, and J. Harold Ryan, Vice-President, a construction permit for a new commercial television station in Detroit to operate on TV channel #2, 54-60 mc., visual power of 14.26 kw, and aural 7.51 kw.

The Commission recently granted a construction permit for a new television station to be erected in Toledo where the company operates WSPD. Likewise, Fort Industry has an application pending for the purchase of WJBK in Detroit for $550,000, contingent upon the disposal of WHIZ in Zanesville, Ohio.

X X X X X X X X

FCC TO PERMIT USE OF TELEPHONE RECORDING DEVICES

The Federal Communications Commission Monday adopted a report looking toward authorization of recording devices in connection with interstate and foreign message toll telephone service but postponed issuance of a final order in this proceeding pending a public engineering conference to be held April 21, 1947, upon which engineering standards to cover the use of these devices can be based.

In its report the Commission found that there is a real and legitimate need for telephone recording devices; that their use does not impair the quality of telephone service; that parties to telephone conversations should have adequate notice that the same is being recorded; and that all such devices should be capable of being physically connected to and disconnected from the telephone line at the will of the user.

"Adequate notice", the report says, "will be given by the use of the automatic tone warning device, which would automatically produce a distinct signal that is repeated at regular intervals during the course of the telephone conversation when the recording device is in use. Both the telephone companies and the recorder manufacturers should also undertake a publicity program designed to inform telephone users generally of the use of telephone recording devices and of the import of the warning signal. Any publicity program should provide for the insertion of full page statements in telephone directories, informing the telephone using public of the nature and use of recording devices and describing in detail the operation and significance of the tone warning signal. In addition, the telephone companies should make available a special telephone number which when dialed or called, would reproduce the warning sound."

The Commission further declared unlawful any tariff regulations now on file with it which bar the use of telephone recording devices, and the telephone companies are to file tariff regulations to cover their use.

X X X X X X X X X X

UTAH LAW PROTECTS RADIO STATIONS

Governer Herbert B. Maw signed into law on Wednesday, March 19, a bill to exempt radio stations from liability for libel committed by political campaigners. The bill stipulated that station officials must prove they were not responsible for the libel and were unaware of the intentions of the campaigners.

X X X X X X X X

SENATE OKEHS DAYLIGHT TIME FOR WASHINGTON; NOW UP TO HOUSE

The Senate on Monday approved the McGrath Bill giving District Commissioners the right to decide on daylight savings time for Washington, D. C., after holding hearings.

The vote was 56 to 17, with the help of Senator Robert A. Taft (R), of Ohio, Chairman of the Majority Policy Committee.

Representative Everett M. Dirksen (R), of Illinois, immediately summoned his House District Committee to meet Friday and report out an identical bill. Only two members have opposed Summer time for the District. The bill may reach the House floor April 7th.

Senator McGrath (D), of Rhode Island, advocating passage of his bill Monday, said that not only was it favored by a preponderance of the citizens of Washington but by all the radio stations and newspapers. Senator Overton (D), of Louisiana, opposing the bill declared it would place the Commissioners in the position of regulating time of Congress.

"Furthermore", declared Senator Overton, "we would be out of line with the majority of cities of the United States. Some of them have daylight-saving time. However, all our radio programs would be out of line. I would not know when to listen to my favorite news commentators. I like to listen to my good friend Gabriel Heatter, who has a sonorous voice."

"Radio schedules are based on New York time, so that the District of Columbia would have the advantage of being on the same time as is the city of New York, thereby permitting the Senator from Louisiana to hear his favorite program at the usual time", Senator Saltonstall (R), of Massachusetts, interjected.

"Why should the Senate follow New York in everything?" Senator Overton retorted. "The Senate is an independent legislative body. Let it make up its own mind what it wants to do. If it wants daylight-saving time, let it consider the subject. Maybe it can save 2 hours instead of 1. It seems that everything has to be done in accordance with what New York wants. I think it is time for this august body to assert its own independence. I do not believe we can improve on nature. So far as I am concerned, if daylight-saving time is established for the District of Columbia, I shall place a sign on my office to the effect that room 315 is not subject to daylight-saving time and, instead of arriving at my office at 10 o'clock, according to daylight-saving time, I shall arrive there at 11 o'clock in the morning."

"I should like to read a letter", said Senator Maybank (D) of South Carolina. "I have been quite concerned about daylight-saving time. I think we should consider the question of whether or not to regulate the radio on God's time rather than on daylight-saving time.

"I am very much impressed by what my friend from North Dakota (Mr. Langer) has said. Several months ago I took it upon myself to make an investigation, and a few weeks ago I wrote to Mr. Charles R. Denny, Chairman of the Federal Communications Commission, to see how the entire United States is being upset by the domination of the radio interests of New York to the disadvantage of the farmers. With the permission of the Senator I should like to read the letter which I received from Mr. Denny:

"'My dear Senator Maybank:

'I now have the data with which to answer your letter of March 10, 1947, concerning networks and stations operating in daylight-saving-time areas.

'The 4 Nation-wide networks had a total of 749 affiliated stations in July 1946. Of these, 194, or 25.9 percent were located in cities and communities which observed daylight-saving time in 1946. Each of the national networks had some outlets in daylight-saving-time areas.

'A total of 965 stations were operating in July, 1946. Of these 270, or 26 percent, were located in cities and communities which observed daylight-saving time in 1946, while 695, or 72 percent, were in communities which did not observe daylight-saving time.

'With respect to your question concerning the percentage of the country which observed daylight-saving time, the latest year for which a study has been made is 1941. In that year, a compilation by the National Association of Broadcasters indicates that approximately 35,000,000 people, or 25 percent of the population, resided in cities and communities which observed daylight-saving time. These 35,000,000 people represented approximately 28 percent of the total radio families in the United States.

'You may be interested to learn that a pamphlet which lists the cities and communities observing daylight-saving time is published annually by the Commerce and Industry Association, of 233 Broadway, New York City. They have informed us by phone that they did not know of any population study of daylight-saving-time areas for 1946 similar to the one referred to above for 1941. Further, they knew of no map which has been prepared which set forth the daylight-saving-time areas of the country.

'I sincerely hope that the above information is adequate for your needs. In the event that any further information is desired, please do not hesitate to let me know.

'Very truly yours,
Charles R. Denny, Chairman'

"I asked for a map, so that everyone could see where the 25 percent of the people live who benefit from daylight-saving time, while farmers in the Dakotas and the Carolinas and elsewhere suffer.

"The letter from Mr. Denny shows that 28 percent of the people are the only beneficiaries, while others - especially the farmers, - suffer from a lack of marketing news, including a knowledge of the price of wheat, cotton, or corn.

X X X X X X X X X X

NBC TV TOWER IS NEW CAPITAL LANDMARK; DAY AND NIGHT

Whoever selected the site for the NBC television tower in Washington should send in a large bill to the company each month for the extra free advertising NBC gets. Very likely the location of the tower came about through the fact that the studios of the new television station WNBW are to be established in Wardman Park Hotel which occupies one of the high bluffs overlooking a large portion of the very desirable Northwest Washington. The most conspicuous daytime landmark in that part of the city is the Washington Cathedral. The new 350 feet NBC television tower, of course, in no way compares with that but nevertheless is seen by most everyone who is able to see the Cathedral.

At night the beacon lights on the television tower are really as conspicuous in their area as the red lights in the top of the Washington Monument. As one drives north on Massachusetts, Connecticut Avenues, or any of the principal thoroughfares, the television tower beacons bob in and out of sight causing not only the visitor but many Washingtonians who as yet have not accustomed themselves to them to ask, "What are those red lights?" It is the finest kind of free advertising for NBC and television night or day.

Furthermore, the tower, while on the Wardman Park grounds is located almost halfway between Wardman Park and the Shoreham, two of the best known hotels, and where much of the social life of the Capital centers. Result is, though it may be late Spring before the television station construction on which was started last October is completed, most of the town seems already to be talking about the forthcoming event.

The new station WNBW is expected to have an effective range of about 40 miles and if so, its programs may be seen by lookers-in as far away as the neighboring city of Baltimore.

X X X X X X X X X X

SENATOR TAYLOR COMPLIMENTS COMMISSIONER DURR

Senator Glen H. Taylor (D), of Idaho, "Radio Cowboy Senator", had inserted in the Congressional Record (March 21) the citation by Variety (see our issue of March 20) of Federal Communications Commissioner Clifford J. Durr. Senator Taylor said:

"Commissioner Durr has frequently been criticized by some spokesmen for the industry which his Commission regulates, but it is encouraging to note that the most influential publication in the entertainment industry appreciates what others overlook; that in serving the interests of the public, he has also served the long range interest of the broadcasters themselves."

X X X X X X X X X X

BROADCASTS PLANNED TO GREECE DESPITE REPORTED FUNDS CUT

At this writing there are conflicting reports regarding the future of the State Department's broadcasts overseas including those to Russia. One report is that the House Appropriations Sub-Committee dealing with the $10,000,000 request for international broadcasting will recommend complete abandonment of the "Voice of America".

On the other hand, William Benton, Assistant Secretary of State, disclosed in Philadelphia Monday that shortwave broadcasts to Turkey and Greece in their native languages are being planned to help implement President Truman's new foreign policy. Mr. Benton specially charged the Soviet radio with misrepresenting the facts to the Greeks and Turks.

According to Mr. Benton, the Soviet Union is now broadcasting to Greece and Turkey. In these broadcasts the United States is pictured as "imperialistic", "reactionary", "militaristic", and possessed of various other uncomplimentary traits. The United States broadcasts will counteract this propaganda, the Assistant Secretary indicated.

"It is a paradox to consider an appropriation of $400,000,000 for Greece and Turkey and yet not broadcast the fundamental objectives of our foreign policies toward these countries", Mr. Benton remarked.

Reports that House Appropriations Sub-Committee may axe the State Department radio fund follow the sending of a letter, which he had written to Senator Brooks (R), of Illinois, to members of Congress by E. F. McDonald, Jr., President of the Zenith Radio Corporation, opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe the United States taking over the entire broadcasting business. (See Heinl News Service, March 12)

X X X X X X X X X X

RADIO EXECS CITED FOR CHILD AID TO EUROPE

Merle G. Jones, General Manager of Station WOL, in Washington, and Vice-President of the Cowles Broadcasting Co., and Jack Paige, of the Mutual Broadcasting System, New York, were honored in New York for their aid in dispatching food and clothing to children in stricken European countries.

Mr. Jones and Mr. Page, former WOL Director of Special Events, were among those receiving the Brotherhood of Children Award for 1946 by the Foster Parents' Plan for War Children.

The awards were in connection with a series of programs by the station in April, May and June, 1946, entitled "Starvation, Inc."

Recognition came to the Jones family in quite another way this week when the New York Times carried a picture, very attractive, of Mrs. Jones, a volunteer nurse's aide, distributing flowers in an Alexandria, Va. hospital.

X X X X X X X X X X

QUICK SELL-OUT OF TELEVISION SETS IN LOS ANGELES TV WEEK

Television sets went like hot cakes at the beginning of Television Week in Los Angeles. RCA-Victor representatives sold out their entire supply of 1,000 sets in eight hours on T Day.

Harry Lubcke, television director of the Don Lee Broadcasting System, addressing 1,000 Southern California businessmen, city officials and engineers at an Electric Club luncheon held at the Biltmore Hotel, asserted that in no other place in America is it possible for so large an audience to be served by television as in the metropolitan area of Los Angeles.

Television transmitters will be singularly adaptable to the mountain ranges of Southern California, he said. The Empire State Building in New York is dwarfed by Mt. Wilson where soon six television stations will be operating. Lubcke added that already there are television receivers picking up Los Angeles telecasts in San Diego - 116 miles away.

Addressing the same audience, J. B. Elliott, Vice-President of RCA Victor, declared that television will be a billion dollar industry - four times greater than radio - within the next five years. He prophesied by 1950, 90 per cent of the major television programs would originate in Los Angeles or thereabouts.

Among those present at the luncheon were Norman Chandler, President of the Times-Mirror; Lewis Allen Weiss, Vice-President of the Mutual Broadcasting System; Sid Strotz, NBC Vice-President; Atwater Kent, radio pioneer, and others.

X X X X X X X X X X

All necessary measures have been taken by the Netherlands Government to inform its maritime and aeronautical radio stations of the United States policy on interim high-frequency distress calls transmitted at 8,280 kilocycles. The American Embassy at The Hague also reports that the radio station at Schiphol Airport, Amsterdam, has arranged to receive possible distress calls on this frequency as long as pilots are using it.

X X X X X X X X X X X X

BOB RICHARDS IS NEW NAB PUBLIC RELATIONS HEAD

The appointment of three new departmental directors was announced last week by the National Association of Broadcasters.

Robert K. Richards, editorial director of Broadcasting Magazine, will assume the duties of Director of Public Relations; Harold Fair, Program Director of WHO, Des Moines, will become the first Director of the newly-created Program Department; and Royal V. Howard, Chief Engineer, KSFO, San Francisco, will supervise NAB's technical activities as Director of Engineering.

With the NAB going through the final stages of preparation to occupy its new, enlarged headquarters building in Washington, the filling of these three important industry positions brings the Association's staff of Directors to full strength for the first time since the beginning of the war.

Mr. Richards, who joins the NAB staff on April 14, brings to his new position of Public Relations Director, a highly diversified background of radio, publishing and advertising agency experience. Prior to becoming Broadcasting's editorial director in 1944, he served for two years as assistant to J. Harold Ryan, wartime Radio Director of the Office of Censorship. From 1939 to 1941, Mr. Richards was Production Director at WSPD, Toledo. For three years, from 1936 to 1939, he was a member of the editorial department of the Cincinnati Post, where he served concurrently as announcer-news-caster on Station WCPO. His first station experience was with WAIU (now WHKC), Columbus, Ohio, where he was continuity director for the station. His advertising agency experience was gained with Campbell-Ewald as a copy writer in that organization's Detroit office.

Mr. Richards was born in Urbana, Ohio, on January 26, 1913 and attended the local schools. He graduated from Ohio State University with a B. Sc. in Journalism. As a student, he served as editor of the University publication, the Ohio State Daily Lantern.

X X X X X X X X X

RADIO STAGING COMEBACK IN JAPAN - BUT SLOWLY

The number of radio listening licenses issued in Japan increased from 26, 194 in April to 105,603 at the end of September, 1946.

Radio-receiver production increased from 8,000 in January 1946 to a peak of 75,000 in June. Subsequent production was as follows: July, 35,000; August, 52,000; and September, 56,000 receivers.

Manufacturers' demand for radio parts declined because of the vacuum-tube bottleneck. Output of parts during September was as follows: Condensers, 1,015,000; resistors, 1,440,000; transformers, 43,000; speakers, 91,000; and miscellaneous parts valued at 7,170,000 yen.

X X X X X X X X X

ASCAP RUNS OUT RED CARPET TO TOP RADIO EXECUTIVES

The American Society of Composers, Authors and Publishers will hold its annual membership meeting in New York tomorrow, March 27th, at the Ritz Carlton.

Deems Taylor, President of the Society, and other officers will report upon ASCAP's activities during the past year. The general meeting will be followed in the evening by a banquet.

Among the guests of the performing right society will be the following: Gen. David Sarnoff, President of the Radio Corporation of America; Justin Miller, President of the National Association of Broadcasters; Edward Noble, Chairman of the Board of the American Broadcasting Company; Edgar Kobak, President of the Mutual Broadcasting System and Judge A. L. Ashby, Attorney for the National Broadcasting Company.

X X X X X X X X X

U.S. RULES TV ISN'T "LIVE ENTERTAINMENT"; THEREFORE NOT TAXABLE

As a direct result of action taken by J. R. Poppele, President of the Television Broadcasters' Association, Inc., the Bureau of Internal Revenue has ruled that "the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render such places subject to the tax imposed by the Internal Revenue Code", which provides for a 20 per cent tax on amusements in public places.

Mr. Poppele had taken the matter up with Joseph Nunan, Commissioner of Internal Revenue and presented several reasons why television sets should not be classified as "cabaret entertainment". At the Commissioner's request Mr. Poppele submitted his reasons in writing in a letter dated March 20, 1947.

Commissioner Nunan, in his reply to Mr. Poppele, dated March 24, 1947, points out that in view of the TBA President's letter, "the question presented by you for determination is whether the installation and use of television sets in public places brings such places within the purview of Section 1700 E as amended."

As a result of a thorough review of the circumstances under which television sets are operated and the nature of entertainment afforded by them, the Bureau reached the conclusion not to tax television sets, Commissioner Nunan stated.

X X X X X X X X X X

"CHOOSE FM ANTENNA CAREFULLY" - ADVICE FROM SERVICE HEAD

Dealers who lack widespread FM experience should not accept just any antenna as a means to curing marginal FM reception, advises Don Kresge, Bendix Radio Service Manager. As pointed out by Mr. Kresge, acceptance of an antenna to permit maximum reception from an FM installation should be based upon its efficiency across the entire FM band.

"It will not reward the dealer to foster antenna installations which permit high efficiency in the center of the band, and yet suffer low signal efficiency at either the 88 or 108 mc ends. As more stations go on the air, overall efficiency across the dial must be demanded. At this period in its growth, FM radio should be given the patient understanding deserved by an infant, in order that it can grow and flourish", he said.

The Bendix Radio FM dipole antenna was recently offered to the trade by Mr. Kresge. Its standing wave ratio, accepted standard for measurement of efficiency, is two to one or less across the entire band. This is not true of all FM dipole antennas which may provide efficiency but over a limited expanse of the band, Mr. Kresge pointed out. He recommends careful study of the FM antenna problem by every radio dealer and service dealer looking toward the long-pull promise of FM.

X X X X X X X X X X

WOULD GIVE CBS BIG "E" FOR COLOR TRY; NEWSPAPERS WARNED

The Editor and Publisher writes editorially as follows:

"A ruling in favor of color television on a commercial basis would have brought the newspaper business face to face with a competitive giant within a short time.

"Instead, the Federal Communications Commission found that color television isn't ready yet, and that gives the newspapers about five more years, at the most, to learn how to put some color into their printed pages, and how to otherwise improve their medium for advertisers.

"Anyone who has seen color television knows the terrific wallop it can land . . . not only for sale of a product but of an idea. Color television, as the engineers have demonstrated, is definitely 'here' but the FCC, perhaps glancing a little toward the practical business side, says more experimentation is required before it can be turned loose on the set-buying public.

"As the dust settles in the monochrome-versus-polychrome video war, Columbia Broadcasting System deserves to get at least a big "E" for trying.

X X X X X X X X

HEADLINERS TO SET FAST PACE AT FIRST FMA REGIONAL MEETING

The first regional meeting of the FM association to be held in Albany, Monday, April 14, will go with a bang if the list of prominent speakers is any indication. Reading like a "Who's Who" in FM, it follows:

10 A.M. - Address ofWelcome; Response, "Aims and Objectives of FMA", Roy Hofheinz, President
Remarks by Leonard H. Marks, General Counsel, FMA.
"Development and Future of FM", Major E. H. Armstrong, Inventor of FM
"FM and Faximile" (With Fax Demonstration), John V. L. Hogan, Inventor of Faximile
"A Newspaper Radio Editor Looks at FM", Jack Gould, Radio Editor, The New York Times
"The Network Looks at FM", Major network executive

12:30 P.M.-Luncheon; Speaker to be announced

2:00 P.M.-"The FM Set Picture", H. C. Bonfig, Vice-President, Zenith Radio Corp.
"Why We Are Not Selling AM Sets", Leading Set Retailer
"The FM Transmitter Picture", W. R. David, Sales Manager, Broadcast Equipment Sales, G.E.
"Programming FM Based on AM Experience", Elliott Sanger, Vice-President and General Manager, WQXR-WQXQ, New York
Round Table Discussion by successful FM broadcasters.
"Promoting FM", Bill Bailey, Executive Director, FMA

Added Features: Live broadcast reception of Symphony Orchestra and soloists from WGFM, Schenectady; Premier of new GE color film "Naturally It's FM"

X X X X X X X X X X

SIR HARRY GREER, BRITISH TELEVISION PIONEER, DIES

Sir Harry Greer, former Chairman of Baird Television,Ltd., who made television history in 1934, when he was televised making his speech to the annual meeting of shareholders from a distance of seven miles, died at his home in London last week. He age was 71.

In what was then a novel demonstration, says the New York Times, Sir Harry, on March 20, 1934, addressed shareholders of Baird Television, Ltd., by means of ultra-short wave television. He deliveredthis television address from the Baird studio at the base of the south tower of the Crystal Palace and was both seen and heard by an audience assembled in an office at Wardour Street in London, seven miles away.

The demonstration illustrated the substantial progress in broadcast television in the previous year, largely due to the adoption of ultra-short wave lengths for transmission and the use of the cathode ray oscillograph at the receiving station. Up to then the cathode ray was considered most suitable for the transmission of film subjects, but the new experiment, in which living figures were televised, showed there was no need for restriction to film material.

X X X X X X X X X X

SCISSORS AND PASTE

Just As Predicted
("Washington Post")

A "prediction of things to come came true for Drew Pearson, Post columnist, in Municipal Court in Washington, D. C. last week.

He appeared as a juror in a civil suit involving a collision between a Capital Transit Co. bus and a motor car. Attorney Richard W. Galiher, representing Capital Transit, arose. "I have a prediction of things to come", he said. "I predict Drew Pearson will be elected foreman of this jury."

Pearson was. The jury found for the defendant, the transit company, in the near record time of four minutes.

The columnist, who has served as a petit juror at various times has approximately 16 more days to serve.

(Editor's Note: Variety's Network Program Costs estimate for 1947 recently listed Drew Pearson as receiving $4,500 per broadcast)

- - - - - - - - - - - - -

Billy Rose and the Singing Commercials
("PM")

"I've got it coming. You see I invented the singing commercials!

"There! I've said it and I'm glad. I know it puts me in the same class with the fiends who dreamed up billboards and tight shoes. But telling it is like taking a 40-pound rock off my heart. For years I've been walking around with this secret, mingling with people who are kind to small animals and bathe every day. It got so I was afraid to talk in my sleep. Now I've come clean and I'm prepared to take my medicine."* * * *

"Late one night I was chewing the fat and a couple of blintzes with two poets named Ernest Breuer and Marty Bloom.* * *

"'Fellows', I whispered. 'I've got an idea for a song.'

"Two hours and six cups of coffee later, we dotted the last "i" on our masterpieces. It went like this:

"'Does the spearmint lose its flavor on the bedpost overnight?

If you paste it on the left side will you find it on the right?

When you chew it in the morning will it be too hard to bite?

Does the spearmint lose its flavor on the bedpost overnight?'

"It was published by Waterson, Berlin and Snyder, and the crystal radio sets of that era small-poxed the air with it.

"I tried to get a little money from the chewing gum company, talked big about the possibilities of singing their advertising. A tone-deaf executive drop-kicked me into the alley without so much as a pack of gum for my trouble * * *

(Continued at bottom of page 16)

Mexicans Clamor To Pay To See Bullfight Telecast
("Radio Age")

The first successful telecast of a bull-fight, staged by RCA in Mexico City as a feature of the First Inter-American Broadcast Congress, created an interest in the new art which already has spread far "south of the border". * * *

The bull-fights were televised at the Plaza Mexico, new 60,000 seat arena in the Mexican capital, and the program was transmitted by microwave radio relay to the Hotel del Prado, six miles away, where 7,500 spectators viewed the event.* * *

To carry out the Mexican assignment, RCA not only shipped eight carloads of equipment to that country but found it necessary to send a hurry call to Camden for a special television relay link. An engineer loaded the 700 pounds of apparatus on a passenger plane and accompanied it to Mexico City. * * *

So clear and sharp were the pictures that spectators around the battery of receivers could see the gleam of the matador's sword and the braid on his jacket.

None of the usual sound effects of a great sports event were absent. Paco Malgesto, ace bullfight announcer of Radio Mil, narrated the "blood and sand" epic from his position just behind the television camera where he could fit his description to match the scene as he saw it through the camera view finder. And out of the loudspeakers of the receivers came the trumpet calls, the traditional music at the death of the bulls and the surging roars of the stadium spectors. Enthusiastically reported Meade Brunet, Managing Director of RCA International Division, "We felt as though we were right down there in the bullring with our feet in the sand."

The Mexico City episode proved the box-office potentialities of television. Delegates to the Broadcast Congress clamored to pay their pesos for tickets that would admit them to the space set aside in the lobby of the hotel for the bank of television receivers. At one time, the pressure of the crowds become so great that police were called to empty the viewing space so that the overflow crowds could be accommodated. Proceeds from the sale of these tickets went to the education fund of the Mexican government.

- - - - - - - - - - -

Claghorns Silence Claghorn
("Drew Pearson")

Kenny Delmar, radio's famous Senator Claghorn, became tongue-tied when he appeared before a group of Senators at a birthday party for Senator George of Georgia. Finally Senator Robertson of Wyoming, no Claghorn, advised, "Don't stand there with your mouth hanging open, son - say something." . . . Maybe Delmar was simply amazed to see all the Claghorn models in the room.

X X X X X X X X X

TRADE NOTES

Claude Mahoney, WTOP-CBS commentator in Washington, told of receiving a letter from a lady in Alexandria telling about her little boy helping himself to a package of chewing gum in a 5 and 10. Repreminding him, she said: "You should never reach up and take a thing like that." The little boy replied indignantly: "The man on the radio says 'Reach for such and such chocolate bars' so I didn't do wrong in reaching."

Which commented Mahoney, is something else for script writers to think about.

Philip F. Whitten, 53 years old, advertising executive, died Saturday of aheart attack on a plane flight from Charlotte, N.C. to New York City. Mr. Whitten was General Sales Manager of The Tobacco Network of New York and an executive of the Mutual and American Broadcasting Companies and the Columbia System.

The Aviation Corp. stockholders Tuesday approved changing the name of the company to Avco Manufacturing Corp. and elected five new directors at the annual meeting.

The announcement said the change in the name of the corporation, of which The Crosley Radio Corporation is a subsidiary, resulted from a broad shift in character of its operations with more than three-fourths of its assets and fields other than aviation.

Bendix Aviation Corp. reported consolidated net income for the fiscal year ended September 30, 1946, after providing for special income items, was $785,914, equal to 37 cents a common share, compared with $15,498,253 or $7.31 a share in the preceding fiscal period.

William L. Shirer, a Columbia Broadcasting commentator for 10 years, said this week the network was dropping him from a Sunday afternoon program because "they must not like my views".

He said no explanation had been given either by the network or his sponsor, the J. B. Williams Co., soap manufacturers. He said he would challenge both to debate the matter on his last program next Sunday.

When seconds count and a production man is stuck, WOR's Transcription Library can fill the breach with 24,000 records - enough to play continuously, 24 hours a day, for 135 days!

Major Edwin Armstrong, inventor of FM, who carries the dignified professional role of Professor of Electricity at Columbia University, has a cheery way of ending his telephone conversations with "Okey Doke".

The annual report of the Columbia Broadcasting System, Inc., distributed last week to stockholders shows a consolidated net income from operations in 1946 equal to $3.37 per share, compared with $2.51 per share in 1945. This increase is accounted for by improved results of Columbia Recording Corporation, the company's record manufacturing subsidiary, whose net income increased from $196,899 in 1945 to $1,880,222 in 1946. Total net income of the company for 1946 amounted to $5,795,896, as compared with $5,345,641 for the 1945 period. This latter figure includes an extraordinary gain of $1,037,014 from the disposal during 1945 of radio station WBT.

Since the Rt. Rev. Fulton J. Sheen went on NBC's "Catholic Hour" program in January, he has been receiving an average of 2,000 letters a day from listeners. He will continue to be heard on the program each Sunday afternoon until April 6.

Kenneth B. Shaffer, formerly Renewal Sales Field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison, N.J. headquarters where he will supervise the sale of parts to tube and parts distributors.

Rep. Sol Bloom (D), of New York, celebrated the eve of his 77th birthday with Bill Herson on NBC's "Coffee With Congress". During the informal conversation, Bloom steered clear of politics, touched on his personal life, offered to send to listeners copies of George Washington's 110 Rules of Civility. Within two days, he was receiving mail by the sackful.

Results : On the first two days alone, he received 5,000 requests for Washington's rules. He hired a full-time secretary to handle the still-increasing mill. He has run out of copies, is having 50,000 more printed.

Sitting in one of the galleries of the House of Commons in London, wearing headphones, members of the Russian delegation visiting Britain, heard a running commentary given by three interpreters. They heard Sir Waldron Smithers, Conservative, ask whether the reason for subsidizing the British Broadcasting Corporation was that the Government, like the Russian Government, wanted to spread "its poisonous doctrines at the taxpayers' expense".

There were immediate cries of protest. A Laborite asked the Speaker if it were not out of order for a member to make such a statement while representatives of the Soviet Government were in the House. The Speaker said that it was certainly in bad taste. Later Sir Waldron said that he had not known that Russians were present.

X X X X X X X X X

Continuation of "Billy Rose and the Singing Commercials" from p. 13

"The time bomb I had lit exploded in 1939 with the 'Pepsi-Cola' jingle-jangle jingle. I understand a couple of people-haters named Kent and Johnson are authoring most of the singing commercials you hear these days.

"With a contrite heart, may I remind them of what Frankie said to Johnny.

"'Money you get that way will do you no good.'"

X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED 1947 REGINALD RECEIVED 1947 MULLER

INDEX TO ISSUE OF APRIL 2, 1947

Alleged FCC Subversives Cause Another Row; Had Fly's O.K.....1

Philco To Introduce New Television Sets Soon.....3

Congressional Probe Of FCC Sought In FCC Bill.....4
Improvement Noted In President Truman's Broadcast Delivery.....4

Zenith Reports Nine Months' Consolidated Net As Less.....5

RCA To Produce 160,000 TV Sets In '47; At $1,000 Each.....6
FCC Approves Sale Of Roosevelt Holdings To Texas Network.....6

Detrola Acquires Wheeling Steel Corporation Blast Furnace.....7
Utah Radio Plant For Sale.....7

Sylvania's Net Sales Rise To $69,313,128; 60% Radio.....8
Miami Herald Signs First Facsimile Ad; Receivers Also Ordered...8

Radio, Movies, Hit As Foes Of Education By Mrs. Eugene Meyer....9

New Police, Fire, Mobile Services Radio Plan Now Effective.....10

North Carolina Station Buys Shares In Newspapers.....11

"Sell FM Antenna If Needed", Dealers Told.....12
Washington, D.C. Daylight Bill Sent To House For Action.....12
Haas, Vice-Pres. National Radio Institute, Dies.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1769

April 2, 1947

ALLEGED FCC SUBVERSIVES CAUSE ANOTHER ROW; HAD FLY'S O.K.

The case of Goodwin B. Watson, formerly Chief of the Analysis Division, Foreign Broadcast Intelligence Service of the Federal Communications Commission, William E. Dodd, formerly Assistant News Editor, Foreign Intelligence Service, also of the Federal Communications and Robert Morss Lovett, formerly Executive Assistant to the Governor of the Virgin Islands, three Federal employees who were ousted four years ago charged with subversive affiliations and sympathies, has again come home to roost. And at the very time that President Truman has ordered a cleanup of subversives and reds among Government workers. It is believed the publicity attending the outbreak of the Goodwin Watson-Lovett-Morss case just now will insure the FBI giving particular attention to the FCC, long charged with being a subversive hotbed. A warm defender of Watson and Lovett at the time they were fired was former FCC Chairman James L. Fly. Interior Secretary Ickes fought to the last ditch for Lovett.

New life was injected into the celebrated case this week when House Appropriations Committee Chairman Taber (R), of New York attacked the rulings of the Court of Claims and Supreme Court awarding back pay of $2,185 to Messrs. Watson, Dodd and Lovett as "having such an odor" that he, in the name of Congress, declined to make the money available. Representative Taber was quoted as saying that the three men "do not owe first loyalty to the United States".

In a 1943 deficiency bill, the House provided that no part of the funds appropriated should be used to pay their salaries. The Senate struck the provision; the House restored it and finally President Roosevelt signed the measure because the rest of the bill was necessary for the war effort. Mr. Roosevelt asserted the cutting of the salaries was "a bill of attainder and unconstitutional".

The men won a judgment in the Court of Claims in November, 1945, for the work they had done for a short period after the day when Congress "fired" them. The decision was upheld by the Supreme Court last June 3rd. Unanimously the Court held that the men had a right to sue for their salaries. Justices Reed and Frankfurter did not go along with the six other justices who classed the section of the measure denying funds to Lovett, Watson and Dodd as a "bill of attainder" and therefore unconstitutional.

Charles A. Horsky, counsel for the three men Monday declared that it is "contrary to every American tradition for the United States not to pay its just debts." He said that the House Appropriations Committee had indulged in a "petty and vindictive act" which was "a blot on the honor" of the country.

Horsky pointed out that throughout the long litigation, "Congress, through special counsel appointed by it, had opportunity at every stage . . . to demonstrate to the courts why the amounts claimed were not due."

"This is the first time in the history of the United States", Horsky declared, "that Congress has presumed to reverse a decision of the Supreme Court fixing the Government's obligations under the Constitution. It is also the first time in the history of our Nation that Congress has refused to pay a judgment of the Court of Claims, affirmed by the Supreme Court."

The Washington Post, which from the start has backed the three ousted Federal workers, said of the newest development in the case:

"The House Appropriations Committee has recommended that Congress overthrow the United States judiciary, a supposedly co-ordinate branch of the Federal Government. Its recommendation amounts, incidentally, to repudiation of a debt which the Government owes to three individuals. These are the inescapable implications of the Committee's action in denying the appropriation requested by the Court of Claims of the United States to pay the judgments awarded to Goodwin B. Watson, William E. Dodd, Jr., and Robert Morss Lovett. * * * *

"The courts having spoken, the sole way to implement their verdict is through the provision of a deficiency appropriation to the Court of Claims for payment of the judgments. Denial of such an appropriation would have the effect of nullifying the court decision. Never, in the entire history of the United States, has a claim of this sort, validated by the Supreme Court, been repudiated. Let us hope fervently that the House of Representatives will not now countenance the dangerous and dishonorable precedent which its Appropriations Committee has urged it to establish. The structure of the American political system rests upon the mutual regard and respect of its three coordinate elements.

"The Supreme Court itself has no means, in this situation or, for that matter, in any other, to enforce its verdicts. It is obvious, of course, that Congress possesses the power, if it should choose to be irresponsible enough to exercise it, to repudiate the Court and, indeed, to overthrow it. It is equally obvious, of course, that if naked strength is to be the sole authority in this society, the United States Army has the power, for example, to seize the Capitol and overthrow Congress. Such an arbitrary abuse of power would be called a 'coup d'etat'. We think no other term could be applied to an abuse of the legislative power leading to an overthrow of the judiciary. Congress can embark upon a course so arbitrary only at the risk of subverting all authority, only at the price of a perilous blow to the foundations of American life.

X X X X X X X X X X

PHILCO TO INTRODUCE NEW TELEVISION SETS SOON

Philco will introduce its complete line of direct-view and projection receivers soon, John Ballantyne, President, revealed in the corporation's annual report. Mr. Ballantyne stated they will provide the clearest and sharpest black-and-white television pictures yet made available to the public.

Describing the projection-type receiver, he stated:

"This set provides a 15 x 20 inch picture with four times the brilliance and far greater contrast than any other projection television receiver. It utilizes an entirely new optical system and screen design, developed in the Corporation's laboratories, and provides a picture bright enough to be viewed in daylight or with normal room lighting. It is widely regarded as a major advance in the television art."

Despite an operating loss for the first nine months, Philco had a net income for the year 1946 of $3,107,480, or $2.13 per common share after preferred dividends, after all Federal and State income taxes, adjustment of reserves and including a non-recurring capital gain of $600,800 after taxes. Earnings in 1945 totaled $2,377,239 or $1.73 per common share.

Output of Philco in the fourth quarter of 1946 surpassed the peak wartime rate, the report states. As a result, total sales for the year 1936 amounted to $121,596,622 as compared with $119,129,378 in 1945 and $77,073,636 in 1941.

The Company's plant expansion program was well advanced by the end of last year, according to the report. In September, radio-phonograph production was started in the new radio and television manufacturing plant in Philadelphia. Early this year, production of television receivers got under way there.

"Our plants are operating at a high level and orders for Philco products from distributors and dealers continue to increase, even though fears of a recession in general business have been expressed in some quarters", Mr. Ballantyne and Larry E. Gubb, Chairman of the Board of Directors, state in discussing the outlook.

"While the present exceptionally high level of activity may not continue indefinitely and competition is certain to become much keener, Philco will have the benefit of the widespread acceptance that its products have earned over the years, its strong nationwide distribution system, and its comprehensive advertising and sales promotion activities. Beginning in 1947, television should also be of great importance and over the next several years contribute in substantial measure to the Corporation's growth."

X X X X X X X X X X

CONGRESSIONAL PROBE OF FCC SOUGHT IN FCC BILL

A Congressional investigation of the Federal Communications Commission was seen as one step nearer as a result of a bill introduced Monday, March 31st, by Representative Wolverton (R), of New Jersey. Action upon the bill at this session was believed likely inasmuch as Mr. Wolverton is Chairman of the House Interstate Commerce Committee which regularly handles all matters of radio legislation in the lower branch of Congress.

Explaining his bill, Representative Wolverton said:

"I am taking this opportunity of bringing to the attention of the House and, particularly, those Members who have expressed interest in the matter, that I am today, as Chairman of the House Committee on Interstate and Foreign Commerce, and at the direction of the Committee, introducing a resolution to authorize the Committee on Interstate and Foreign Commerce to make an inquiry and complete study of the policies and procedures of the Federal Communications Commission.

"The original act was approved June 19, 1934. It is the opinion of many that it is appropriate, after this lapse of nearly 13 years, to reexamine the whole subject and ascertain whether and to what extent the original intent of Congress is being administered. There has come to the committee considerable complaint as to some of the policies now in effect and the procedures for administering the act.

"The inquiry is not intended as a witch hunt, or for any purpose other than to make certain that present laws and administration are making available to the people of the United States the full use of radio communication upon the terms and conditions that best serve the public. Already a start has been made in this important matter by conferences between the Committee and the Commission. The purpose of the resolution I am introducing is to widen the scope and make more effective the course which the Committee has inaugurated and desires to pursue."

X X X X X X X X X X

IMPROVEMENT NOTED IN PRESIDENT TRUMAN'S BROADCAST DELIVERY

Attention Leonard Reinsch, radio advisor to President Truman: The Washington Post had this to say about President Truman's broadcast seeking assistance for the Greeks:

"The President was slower and more deliberate than usual in his speech yesterday asking America to undertake its manifest destiny. For some time it has been noticed that he has gained in clarity in his speech-making."

X X X X X X X X X X X

ZENITH REPORTS NINE MONTHS' CONSOLIDATED NET AS LESS

Zenith Radio Corporation reports an estimated consolidated net loss for the nine months ended January 31, 1947, of its current fiscal year, amounting to $314,969 after depreciation, excise taxes, normal reserves and provision for income taxes of subsidiaries and tax carry-back due parent company.

Consolidated operating loss for the nine month period amounted to $1,672,947. This loss was largely offset by tax carry-back due parent company, less income taxes of subsidiaries, the net credit being $1,357,978.

Consolidated operating profit for the three month period ended January 31, 1947, amounted to $526,006. Income taxes and tax carry-back adjustments applicable to this profit are estimated at $191,326, resulting in a net profit after taxes of $334,680 for the quarter.

Shipments for the nine month period amounted to $39,330,-895. Shipments for the quarter ended January 31, 1947, amounted to $16,365,492.

Shortages of materials continues to restrict production and minimize profits. However, this condition is improving.

The company continues to manufacture frequency modulation receivers containing both the 50 megacycle and 100 megacycle FM bands as well as the standard AM broadcast band. These circuits are available in table models, console and console radio and phonograph combinations.

In view of the company's large backlog of orders for both home receivers as well as auto radios, new business it not being actively solicited at this time. However, marketing and advertising programs are constantly being planned and developed to meet conditions which will exist as production increases and present demands are more adequately supplied.

A one-piece hearing aid of advanced design and phenomenal performance, incorporating many new developments, is now in production and will be announced shortly. This new hearing aid will be marketed on a direct-to-consumer plan.

Zenith recently started production of a new ultra-sensitive farm radio with "big set" tone quality and capable of operation on either battery or electric light power, that provides reception of standard and shortwave broadcasts.

The new radio operates on power supplied by a Zenith battery pack or on 115-volt AC/DC current. A telescoping whip antenna pulls in strong signals for both standard broadcast and international shortwave reception.

X X X X X X X X X X

RCA TO PRODUCE 160,000 TV SETS IN '47; AT $1,000 EACH

The Radio Corporation of America soon will introduce its first post-war console television set and has completed extensive production changes designed to materially increase output of all types of television receivers, an official of the RCA-Victor Division disclosed to the New York Times.

He said that the recent decision of the Federal Communications Commission denying a petition of the Columbia Broadcasting System for issuance of commercial standards for color television has given the "go ahead" signal for black and white producers.

Capacity of the industry for the current year has been estimated at 250,000 units, and RCA alone should have been able to produce 160,000 with an estimated retail value of approximately $65,000,000, he said. However, the long delay involved in Commission hearings before the ruling was forthcoming definitely held back a portion of the 25,000 receivers scheduled for the first quarter. With the "go ahead" signal a reality and production improvements achieved, the company has reasonable expectations of turning out 100,000 sets before the close of 1947.

In announcing that the console model is already in production and will be channeled to dealers as quickly as possible, the company official stated that no list price has been agreed upon, but it will be "in the neighborhood of $1,000". It will have a ten-inch direct view tube with a fifty-four square inch image, as well as AM-FM radio reception and an automatic record changer.

RCA has reached full capacity as a result of over-all mechanization of its plant in Lancaster, Pa. The operation now installed replaces the former non-mechanized, piece work system. In addition television operations will be greatly improved by a new rapid system of cabinet production in the Mont, Ind., and Pulaski, Va. plants.

X X X X X X X X X

FCC APPROVES SALE OF ROOSEVELT HOLDINGS TO TEXAS NETWORK

The Federal Communications Commission last week adopted an order granting voluntary transfer of control of Station KFJZ and associated relays, Fort Worth, Texas, from Ruth G. Roosevelt Eidson, formerly Mrs. Elliott Roosevelt, to Texas State Network, Inc.; voluntary transfer of control of Station KABC, San Antonio, Texas, from Charles F. Roeser, S. W. Richardson, Ruth G. Roosevelt Eidson and Elliott Roosevelt, to Texas State Network, Inc., and voluntary transfer of control of Station KNOW, Austin, and WACO, Waco, Texas, from S. W. Richardson and Charles S. Roser, to Texas State Network, Inc.

X X X X X X X X X X

DETROLA ACQUIRES WHEELING STEEL CORPORATION BLAST FURNACE

Purchase by International Detrola Corporation of the Wheeling Steel Corporation's blast furnace property in Martins Ferry, Ohio, was announced Tuesday by C. Russell Feldmann, President of Detrola. The figure was not disclosed.

"This addition is a step to assure our Newport (Ky) open hearth and rolling mill operations an annual supply of some 150,000 tons of pig iron", Mr. Feldmann said, "and thus assist in meeting our steel-making and steel-fabricating commitments, both to customers and to our own manufacturing divisions."

Detrola last August acquired the Newport and Wilders, Kentucky steel plants of the Andrews Steel Company, and the latter's coal mine, to supplement Detrola's manufacturing activities in refrigeration, radio, aircraft and other fields, with plants in five States and Canada.

X X X X X X X X X

UTAH RADIO PLANT FOR SALE

A completely equipped radio-transmitter and related electronic devices manufacturing plant in Salt Lake City, which cost the Government about $759,000, is being offered for sale or lease.

The plant, erected in 1942, was leased and operated during the war by Eitel-McCullough, Inc. It is suitable for production of transformers, relays, switch gears and vacuum, fluorescent or infrared tubes, War Assets Administration said in announcing the offering.

The facility consists of a 10-acre site at 525 West 13th South Street on which there is a modern two-story mill-type building containing over 104,000 sq. ft. of industrial floor area. There are complete fire sprinkler, fluorescent lighting and washed-air ventilation systems. All or portions of the plant's machinery and equipment may be purchased.

Sealed proposals to purchase or lease this property must be received by the WAA Regional Office at Salt Lake City not later than 2 P.M. (M.S.T.) Thursday, May 15, 1947, when they will be publicly opened and read. The Sale Lake City office also will make available engineering reports and specific production data concerning the plant and will arrange for inspection. General information concerning this and other plants now available for sale or lease may be obtained from the WAA Office of Real Property Disposal, Washington 25, D. C.

X X X X X X X X X

SYLVANIA'S NET SALES RISE TO $69,313,128; 60% RADIO

Sylvania Electric Products, Inc. attained a peacetime record volume of business in the year ended December 31, 1946, according to the company's annual report issued last week. Consolidated net sales were $69,313,128 compared with $125,750,512 in 1945 when approximately 86 per cent of sales represented war production. For 1941, last peacetime year, the company's sales were approximately $20,000,000.

Consolidated net income for 1946 after all charges was $2,384,017, equal after dividends amounting to $399,396 on the preferred stock to $1.97 per share on the 1,006,550 shares of common stock outstanding. For 1945 the company reported net income of $2,136,279 or $2.05 per share on the common stock after deducting dividends of $76,000 on the preferred stock.

Walter E. Poor, Chairman of the Board, states that lighting products, including photoflash bulbs, accounted for approximately 40 per cent of the 1946 sales, and about 60 per cent comes from radio and electronic products. Radio sets have been added to Sylvania's prewar lines.

"It is satisfying to report that in a year of so much labor-management controversy throughout the country, the good relations between the management and workers of Sylvania were maintained", Mr. Poor said. Employment, which had dropped from a V-J Day peak of 29,500 to 13,500 by January 1, 1946, rose to 17,300 at the end of the year.

The report states that sales effort in 1947 will be reinforced by the largest advertising program in the company's history. The management believes that a more competitive market is imminent and that Sylvania is equipped to maintain its position as one of the leaders in the lighting and radio fields.

Sales of the company's International Division in 1946 approximately doubled those of 1945.

X X X X X X X X X

MIAMI HERALD SIGNS FIRST FACSIMILE AD; RECEIVERS ALSO ORDERED

A Florida dairy concern signed the first advertising facsimile newspaper advertising contract with the Miami Herald published by John S. Knight. The Herald has been demonstrating facsimile in Miami but as yet has not been able to set an advertising rate so this part of the contract was left blank.

Something like 30 receivers were ordered as a result of the demonstration. They are those of Radio Inventions, Inc. manufactured by General Electric.

X X X X X X X X X

RADIO, MOVIES, HIT AS FOES OF EDUCATION BY MRS. EUGENE MEYER

Addressing the California Association of Secondary School Administrators in Los Angeles, Mrs. Eugene Meyer, wife of the owner of the Washington Post and broadcasting station WINX, took quite a wallop at both moving pictures and radio as applied to schools and suggested as a way of improving this situation and other problems facing teachers that a nation-wide organization be formed known as "The Friends of Public Education".

The public schools of this country, Mrs. Meyer said, have two powerful rivals in the radio and the films. While the educational system is trying to produce individuals who can think, the radio and films "are doing their best to make stereotypes of our people with synthetic ideas and emotions", she charged, adding:

"The radio and film industries are anti-democratic because these suburb techniques are being used for a progressive vulgarization of the public mind and for the debasing of the public morals at a moment when the salvation of democracy depends upon the strengthening of individual moral integrity."

Both the films and the radio ruin the good taste of America's children, Mrs. Meyer said. Ninety per cent of the films, she held, are a handicap to the mental, moral and emotional development of American childhood.

"I should like to submit for your consideration the idea of a nationwide organization to be called 'The Friends of Public Education',", Mrs. Meyer proposed. "Its chief functions would be to protect, improve and expand our public school system throughout the country and to hasten the use of film and radio as media of education."

In addition to furthering "real education", she went on, "this group could take constructive action against the miseducation now practiced by radio and films." It could strengthen the hands of the FCC, she observed, as well as use the persuasive power of a vast audience to "remind the moving-picture industry of its responsibilities to the public welfare."

X X X X X X X X X

Assistant United States Secretary of State William Benton said in Washington last week that the State Department broadcasts had been beamed to South America instead of Russia by a saboteur who had "reversed" an antenna at the Munich relay station. He said the matter had been corrected, and that the "Voice of America" broadcasts, which at first could hardly be heard in Moscow, now were being received there clearly.

X X X X X X X X X X X

NEW POLICE, FIRE, MOBILE SERVICES RADIO PLAN NOW EFFECTIVE

The much discussed plan for the modified assignment of 136 already available radio frequencies (in the band 30 to 40 megacycles) for short-distance emergency communication such as State police, municipal police and fire departments, State Highway maintenance, urban transit systems, inter-city busses and various types of vessels, became effective yesterday (April 1). However, the Federal Communications Commission is allowing the existing radio systems included in the plan three years in which to readjust their frequencies and equipment to conform with the new allocation.

Most of these mobile stations find it expedient to use "FM" or frequency modulation to reduce receiver noise from electrical devices and occasionally long-distance interference from other radio stations.

Through several months' cooperative study and planning by the Federal Communications Commission, the various Federal agencies who operate radio systems, and the industry represented mainly by its Radio Technical Planning Board, an important change in the technical method of assigning these frequencies was eventually approved by the Commission.

The Commission on March 20th also sanctioned a coordinated industry-government engineering plan for the assignment and use of 166 additional radio frequencies higher in the spectrum (152 to 162 megacycles) for similar short-distance radiotelephone services. The development of these frequencies for commercial, utility and safety purposes was accelerated by their wartime use for military communications, principally in aviation. Satisfactory equipment for practical every-day use operating on these frequencies has become available only in recent months. While "FM" generally has been used for telephony on these frequencies, except in the aviation service, it appears that the older system of "AM" using suitable equipment also is satisfactory because of the almost complete absence of natural static, electrical noise, and long-distance interference. An important feature of these frequencies is the fact that a full sized antenna need be no longer than 18 inches, which is a distinct advantage on railroad rolling stock and on automobiles.

Although the Commission had previously allocated 60 of these 166 frequencies to the railroad, the 60 particular frequencies are now finalized and are not likely to be further changed.

This should encourage larger investment in railroad radio equipment and should result in expanded use of railroad radio, especially for improving safety. The additional frequencies made available by this new allocation for ship and shore stations should prove particularly beneficial to the maritime service through the eventual transfer of all short-distance marine communications to these frequencies. This should relieve the severe long-distance interference usually encountered on the lower maritime frequencies.

Although some of these newly available frequencies are allocated for "urban mobile" radio service, and for the remote pick-up of broadcast programs, this does not conclude the immediate allocation problem with regard to those services. Studies are in progress to determine further which of the particular frequencies now allocated for "urban mobile" use should be assigned to radio systems for which only experimental or developmental authorizations have been issued to date, such as taxicab radio and public telephone service to automobiles, boats, and aircraft. Also the question of shared use of certain of these frequencies between remote pickup (relay) broadcast stations and other classes of stations is a matter of continuing study.

Any increase in point-to-point radio station facilities operating on these frequencies to provide short-distance toll telephone service where wirelines are not available is discouraged. While a few present installations of this type will be permitted to continue in operation, no new facilities will be authorized except those intended to operate on much higher frequencies commonly termed "microwaves".

The Commission's allocation of the 166 additional frequencies, including the 60 railroad frequencies previously authorized, will become effective on May 15th. Because of the extreme congestion on the lower frequencies, all new or replacement mobile radio systems for police or fire departments to be established by municipalities must be capable of operation on specific frequencies assigned to provide more effective police and fire services under this new plan.

X X X X X X X X X X

NORTH CAROLINA STATION BUYS SHARES IN NEWSPAPERS

North Carolina Broadcasting Co., operator of WBIG, and Maj. Edney Ridge, President of the company, have bought 1,505 shares of stock in the Greensboro News Co., publisher of the Greensboro Daily News, morning, and the Greensboro Record, afternoon. The price was understood to be around $200,000.

The transfer of stock from Archie Joyner, whose father was one of the founders of the Greensboro News, to Major Ridge and the broadcasting company, is the first major break in the continuous ownership of the news company since its organization.

The sale represents 16-2/3% of outstanding stock and will assure Major Ridge a place on the Board of Directors of the newspaper company.

Major Ridge has been associated with the North Carolina Broadcasting Co. since 1930 and is Director of WBIG, one of the State's major radio outlets. He was formerly publisher of the Record.

X X X X X X X X

SELL FM ANTENNA IF NEEDED", DEALERS TOLD

J. T. Dalton, General Sales Manager for Radio and Television, Bendix Radio Division, advises selling FM for its merits and not just to add sales.

"Don't sell FM radios without antennas when there is definite question about reception. Check your local FM stations for their primary broadcasting areas, then explain the antenna story whenever your prospect or customer lives beyond them. Insure his listening pleasure and you help assure FM's future in your market", Mr. Dalton said.

"FM waves, transmitted on high frequencies with light beam characteristics, are subject to shadow effects from the earth's contour and buildings. The outside antenna serves to get necessary height for signal reception as well as to overcome some of the handicaps of shielded construction in modern buildings."

Mr. Dalton pointed out that his company has already reduced FM antenna installation problems to an irreducible minimum by equipping models with built-in antennas of high efficiency.

X X X X X X X X X

WASHINGTON, D.C. DAYLIGHT BILL SENT TO HOUSE FOR ACTION

Daylight time for the District crawled forward another step last week toward its final battle in the House. The House District Committee approved the same bill which has already been passed by the Senate, and sent it to the floor for a certain fight. Two of 13 present members voted against it.

The bill gives the District Commissioners the power to decide if Washington will get Summer time.

Chairman Everett M. Dirksen (R), of Illinois, said he hoped the bill would come up for debate on or before April 14th. He indicated he expected less opposition in the House than encountered by the previous bill, defeated by representatives of farm areas.

X X X X X X X X

HAAS, VICE-PRES. NATIONAL RADIO INSTITUTE, DIES

Emmanuel R. Haas, 56, Vice-President and Director of the National Radio Institute, a radio school in Washington, D. C., died unexpectedly last week.

Mr. Haas, a native of Washington, attended Georgetown University Law School. He organized the radio school with J. E. Smith in 1914. Before founding the radio school, he served in the advertising and editorial departments of the Washington Post, Richmond Times Dispatch and New Orleans States newspapers. During World War I he was station at Yale University in the Signal Corps section of the Officers Training School.

X X X X X X X X X X

SCISSORS AND PASTE

Wave Of Resentment Against Radio Called A Ripple
(Larry Wolters in "Chicago Tribune")

One of the Luce publications insists that "a very large part of America's radio fare affects any person of modest discrimination somewhere in the range between complete indifference and acute illness." It adduces (and apparently indorses) this appraisal of radio by Columnist Robert Ruark: "Nearly everything (in radio) is either corny, strident, boresome, florid, inane, repetitive, irritating, offensive, moronic, adolescent, or nauseating."

Luce's writers detect a mighty revolt against this messy fare. (Luce sold his interest in ABC last year.)

Well, there is much in radio that is tawdry and vapid. And broadcasting is given to over commercialism. Even the leaders in the industry are beginning to say so, and demand a check on these excesses. But it obviously isn't as bad as Fortune finds it. Surveys indicate that people are doing more listening than at any time since Pearl Harbor. The Federal Communications Commission has dished out as many new station licenses in the last year as there were stations on V-J day which indicates that a lot of people think radio is here to stay. * * *

Fortune rails at radio because so much of its time is devoted to entertainment. All the authoritative polls indicate that the 60 million set owners want it that way, albeit they are willing to be informed, too. What Fortune is really revolting against is the national taste which prefers Bing to Bach, Jack Benny to the Canterbury Tales and the juke-box to Stravinsky. It is looking down its nose not so much at radio as at the American public. If our entertainment preferences are low, it is not entirely radio's fault.

Elevating the cultural levels of a nation is a slow process which radio can't do alone. But we think radio has spread musical appreciation, and that it has helped the press to make this the best informed nation. With half of the world's radio sets in American homes (turned on upwards of 3 hours a day) and the public buying new ones at the rate of 15 million a year, we fail to detect any wave of resentment against radio. At the most, it's only a ripple.

- - - - - - - - - - - - -

Television Antenna Technician Gets Up In The World
("Parade")

Climbing the ladder of success rung by rung might be much too slow for some people, but not for Jim Pattie, 39. It's been his work for a long time. Jim is Los Angeles' scaler of towers, the fellow most often called upon to climb the slender antennae towers of radio stations to place new bulbs in airplane beacons. The task he likes most is servicing the Don Lee television station whose 300-foot tower is perched high atop a 1,700-foot mountain. Way up there on top, the only kibitzers are gulls.

- - - - - - - - - - -

Plug-Ugly Still To Be With Us In Television
(Jack Gould in "New York Times"

What is already apparent is that there will be no lack of effort to promote television's sales function. The ugly plug of radio is not going to disappear with the addition of sight; it may very possibly become uglier. On a telecast recently at dinner time there was shown a little girl going into the bathroom and, under mother's guidance, dutifully massaging her gums with a toothpaste. A manly gentleman on television also has adorned his upholstered chest with an appropriate salve for a cough. On another occasion, four actors sat down to dinner and discussed the patented features of the table glassware. Integration of advertising messages with the context of the entertainment also is being tried. Television with all its educational possibilities, may take the country's cultural level down as well as up.

- - - - - - - - - - -

Work Is Advice Given To Young Man Of Today
("Relay")

Question: What advice would you give the young man of today who is seeking a career in the radio communications industry?

T. H. Mitchell, Executive Vice President, R.C.A. Communications, Inc.: "My first advice to him is WORK. His success thereafter will depend largely upon the price in effort he is willing to pay for it. The best formula I know of for success was expressed many centuries ago in the ninth chapter of the Old Testament book, Ecclesiastes, which said: 'Whatsoever thy hand findeth to do, do it with all thy might.' We workers in industry may be subdivided into three general classes: There is the small group which works hardest to keep from working. They are our troublemakers. The Company is always 'unfair' to them. The rest of us carry their burdens. They spend their lifetime laboriously shirking, and they finish up about where they started.

"Next comes the vast majority who do all that the job requires and do it reasonably well. They are honest, conscientious, and fair. They are reasonably contented in their position for they apparently feel that a greater measure of success is not worth its added price in effort. They are the backbone of any industry. The remaining few percent make it a point always to do more than is expected and to do it better. These few are willing to pay the price in effort and they inevitably gravitate to the top. So, once in the organization, the average young man can generally predetermine the degree of success which he is likely to achieve, by the price he is willing to pay. It is just as simple as that."

- - - - - - - - - - -

The Boy Who Defied President Roosevelt
(Leonard Lyons in the Washington Post)

Petrillo tells friends: "If I ever catch Truman playing with a band, so help me - I'll put him on the Unfair List immediately."

X X X X X X X X X

TRADE NOTES

NAB's Research Committee will hold its initial meeting of the year on April 24 in New York City, Carl J. Burkland, WTOP, Washington, D. C., Committee Chairman, has announced.

Board Liaison Members are: Frank Stanton, CBS, and Harold Ryan, WSPD, Toledo.

An appeal to individual radio stations last week to adopt the 2% cash discount, already in effect with the national radio networks, was made this week by the American Association of Advertising Agencies.

The Seattle Star was sold this week to Sheldon F. Sackett of Coos Bay, Oreg., heading a group known as the Sackett radios and newspapers. Howard W. Parish, present publisher, will remain as General Manager.

Sir Evelyn Murray, 66, former Secretary of the British Post Office, who took part in the inauguration of transoceanic radio January 7, 1927, died in London Sunday. On that historic day Sir Evelyn in London took part in the opening conversation with Walter S. Gifford, President of the American Telephone and Telegraph Company in New York.

Seventy-four members of the New York staff of the Columbia Broadcasting System received diplomas last week from New York University, signifying their successful completion of a special Television Technical Course conducted by the University at CBS headquarters.

Production of a third such combination within a month, a new FM-AM phonograph-radio, Model GK-143, has been announced by the Farnsworth Television & Radio Corporation.

Containing 13 tubes and a rectifier, the new model offers short-wave reception in addition to FM and AM. It has a built-in-tenna for AM reception, a built-in-dipole antenna for FM reception, beam power,output, push-pull amplification, automatic volume control, a 12-inch permanent magnet Alnico speaker, and a Farnsworth automatic record changer which accommodates 12 - 10-inch or 10 - 12-inch records and automatically shuts off the phonograph after the last record in a stack has been played.

Assistant Secretary of State Willard L. Thorp sends the following letter to Murray Dyer, NBC's script man for "Our Foreign Policy" series.

"Dear Mr. Dyer:

I was amused to notice in the NBC Guide for April that the program entitled 'Coffee With Congress' was under the general heading of Music. Are you trying to make the New Yorker (magazine)?

Sincerely,

(signed) Willard L. Thorp"

Gerald Deakin and James E. Fullam, Vice-Presidents, have been elected Directors of the International Telephone and Telegraph Corporation. Mr. Deakin has served as a Vice-President of I. T.& T. since 1932 and as Vice-President and Chief Engineer since 1944. Mr. Fullam, 19 divisional Vice-President in charge of all I. T. & T. properties in the Pacific Territory, excluding Australia and New Zealand, with headquarters at Shanghai, China

---

On the ground that obituary notices are not "good radio", WSPR of Springfield, Mass. last week dropped its three death notice programs, and WMAS announced it would drop its two obit programs later in the week.

Obit programs have been part of the extra news service offered by both local stations since the city was left without newspapers by a four-paper strike Sept. 26 of three AFL and one CIO uniont employed by Sherman H. Bowles.

Aviation Corporation - Quarter to Feb. 28: Consolidated net income, $1,855,111, equal to 26 cents each on 6,613,424 common shares. Consolidated net sales for the three months were $25,097,-914, or almost 50 per cent of the total sales for the 1946 fiscal year. No comparison with previous year is available since operating results of Crosley Corporation, New Idea, Inc. and American Central Manufacturing Corporation, now operated as divisions of AVCO, were not included in results for first quarter of that year.

The next in a series of meetings between officials of the American Broadcasting Company and its affiliated stations will be held in Fort Worth, Tex. today, Wednesday, April 2, with Mark Woods, president of ABC, and John H. Norton, Jr., ABC vice-president in charge of stations in attendance. This follows a session Monday at Kansas City, Mo.

Among technical papers from overseas by Philips Laboratories, Inc., 100 E. 42nd Street, New York, N. Y., were: "Theory of Grounded Amplifiers", author A. Van der Ziel. Part 1 deals with losses and noise in valves at ultra high frequencies. Part 2 applies theory to applications; and "Control of Current Distribution in Electron Tubes", Author J. L. H. Jonker. Measurements on a model with a rubber membrane illustrate how control is effected. Calculations are found to agree with the experiment.

WOL-Mutual newsman Ray Henle, in checking to see how OPA employees spent their time during their last days, dispatched a young lady to visit some of the OPA offices to see what was happening.

The young lady in reporting back to Mr. Henle said in some OPA divisions real work was being done but in others she had found employees drinking cokes and having a gay time.

In one division the supervisor was not in, but on her desk lay a book, open, titled "How To Train Fleas", - no doubt the supervisor's next field of endeavor.

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

INDEX TO ISSUE OF APRIL 9, 1946.

Railroads Reveal New Interest In Train Radio Programs.....1

FCC Amends Transcribing Daylight Saving Area Programs Rule.....3

CBS Has Laugh As Republicans Hit Truman Jackson Broadcast.....4
FCC On The Move.....4

2,600,000 FM Sets In 1947 Foreseen By Radio Manufacturers.....5

Washington Airport Employs Radar In Safer Landings.....6

Networks Not Crippled By Telephone Strike - Up To Third Day.....7
Radio Writers To Serve Strike Notice; Effective In 30 Days.....7

McDaniel Elected Vice President Of RCA Communications.....8
Meet Commodore E. M. Webster, Newest FCC Commissioner.....8
RMA Engineers Have Busy Schedule For Spring Meeting.....8

FBI Head Reveals Communists Are Seeking Radio Channels.....9
Vice-Admiral Glassford To Be RCA European Manager.....9

Educators Getting Into FM Game; 34 Stations Now, More Coming...10
Would Have Size Of Television Audience Determine Hours.....10

Plans Completed For Introducing Television To Washington.....11
Westinghouse Chairman Hits Swollen Federal Taxes.....11

WOR Mobile Emergency Studio Is Ready For Anything Anywhere.....12
RCA Victor Appoints NewGeneral Manager And Two New V-Ps.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1770

April 9, 1947

RAILROADS REVEAL NEW INTEREST IN TRAIN RADIO PROGRAMS

Possibly due to the criticism of Robert R. Young, Chairman of the Board of the Chesapeake and Ohio and others, railroads are now taking notice of a good many suggestions that heretofore went unheeded. For instance, the provision of good radio and recorded music service for passengers, on individual control basis, is something in which railroad managements are reported now to be very greatly interested.

Of course this is a thing which has already been tried out one way or another but apparently solving the mechanical problems encountered in a fast moving train have not been as simple as generally supposed. A discussion of the proposition by Phillips B. Patton of the Mobile Communications Division of the Farnsworth Television and Radio Corporation, also brought up a number of other problems which seemed to have engineers themselves guessing. Speaking to the Railroad Communications Club in Chicago - and a scholarly address it was - Patton said, in part:

"Somewhat over a year ago, the Farnsworth Television and Radio Corporation undertook a development program to provide pleasing aural entertainment for railway passengers. That word 'pleasing' should be noted, because the inclusion of that simple word in the basic objective had profound effect upon most of the technical decisions later to be made. It meant the system had to be designed primarily to satisfy the passenger-listener, not the manufacturer, or, for that matter, the purchaser.

"Although all evidence would make it natural to assume a public desire for railway music, this project was approached with an open mind. The first step taken, therefore, was to determine by experimentation whether railway passengers really wanted music aboard trains. Last March, magnetic-type reproducing equipment was placed in permanent service on a railway diner regularly running between Chicago and Kansas City. This test installation has been in constant operation ever since. It represents, we believe, the first public use of magnetic wire reproduction in railroad entertainment service. A number of passengers were interviewed after meals served on this diner.

"These interviews indicated that, without question, the initial diner installation was both an immediate and continuing success from a passenger reaction point of view. At the same time, it was found that a large number of passengers object to the type and quality of entertainment presently furnished by the conventional radio receiver located in club cars of many of our most modern trains.

"These objections stem from several factors, the most common being that a uniform distribution of the program material

throughout the car is not possible from a single speaker. Passengers sitting directly across the car from the radio may be annoyed by the uncomfortable loudness. Those sitting a few chairs away may consider the volume setting satisfactory, and passengers less than half a car length away can scarcely hear the entertainment. Moreover, the different ambient noise levels encountered on a train, when it is standing and when it is running, and as the character of the roadbed or near-by reflecting surfaces change, cause conventional entertainment systems to achieve a condition of almost continuously unsatisfactory level for the majority of the passengers.

"Another, but less important factor, causing some passengers to object to the use of radios aboard trains concerns the matter of program content. In the conventional train-board broadcast radio installation, one passenger selects a program which satisfies his particular desires. Tastes vary widely, of course, and the program selection of one passenger often is not satisfactory to others.

"After the first entertainment system had been in service for some time and it was felt that sufficient data concerning the raction of the passenger public had been secured, the specific objectives of the equipment development program were set forth in detail. It appeared that several basic requirements would have to be met if the railway passenger program distribution system was to provide pleasing entertainment for the passenger public.

"(1) A uniform distribution of sound throughout each car would have to be achieved.

"(2) The level at which the entertainment was rendered would have to be regulated constantly so as to bear a constant relationship to train noises - sufficiently loud to mask extraneous noises, but sufficiently unobtrusive to permit passengers to reject the program, if desired, in favor of conversation, study, or sleep.

"(3) The basic entertainment material would have to be music, and music specifically chosen for background purposes. Selections employing sharp passages or changes of key and extended dynamic range which compel the listener's attention would have to be avoided. While music is adapted to easy acceptance or rejection by the average ear, the same cannot be said for 'Gang Busters', 'Jack Armstrong - The All American Boy', or, for that matter, most radio programs, which are specifically designed to compel and hold the listener's attention.

"(4) The art of musical therapy by which listeners may be soothed and time can be made to pass quickly should be exploited fully in connection with the programming of musical material to be presented on trains.

"(5) Standard broadcast radio reception should be available, but should be utilized in open cars only for programs of particular merit and of general interest. The selection of radio programs should be pre-arranged and should be under the exclusive control of a railway employee.

"(6) The receiver should be incapable of improper tuning to a station and should be incapable of selecting a station whose primary service area does not include the railroad right-of-way.

"(7) Room passengers should be permitted at all times to choose between several types of entertainment, including radio, depending upon their preferences.

"(8) So far as possible, the distribution system should afford fidelity of reproduction equal to that available in average American homes today and during the next few years.

"(9) Equipment should be so designed that inexpensive, simple initial systems can be easily and economically expanded, as required by passenger demands, to more elaborate arrangements.

"(10) Equipment design should incorporate techniques capable of meeting the problems peculiar to railroads, such as severe shock, easy maintenance, and simplified installation.

Mr. Patton concluded by saying that all of these requirements have been met in Farnsworth Railway Passenger Program Distribution Systems.

X X X X X X X X X X

FCC AMENDS TRANSCRIBING DAYLIGHT SAVING AREA PROGRAMS RULE

At the request of the American Broadcasting Company and the Mutual Broadcasting System, the Federal Communications Commission has amended Section 3.407 of its rules regarding transcribing programs in areas where Daylight Saving is effective, as follows:

"During the annual periods in which Daylight Saving Time will be effective, the requirements of this Section are waived, with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, upon the following conditions: The waiver is not to be applicable when an individual station makes an off-the-line recording, but is to be applicable only when the off-the-line recording is made by the network itself at one of its key stations, and is for broadcast one hour later by those stations which operate on Standard Time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10:00 A.M. and 10:00 P.M., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. A network organization taking advantage of this waiver should so advise the Commission."

X X X X X X X X X

CBS HAS LAUGH AS REPUBLICANS HIT TRUMAN JACKSON BROADCAST

The Columbia Broadcasting System which turned down the program claiming it was political very likely hardly expected to be backed up so quickly by Carroll Reece, Republican Chairman, who took exactly the same view of President Truman's Jackson Day dinner speech in Washington last Saturday night, and demanded free time from the three networks - NBC, MBS, and ABC, who broadcast it.

Chairman Reece said he was not making the request for the same amount of free radio time just now and added that "if such an allocation of time should be requested and granted, it would be used for proper political purposes - not as an excuse for extracting reluctant campaign contributions from the pockets of officeholders".

Placing the value of the free time accorded the President at $30,000, Mr. Reece gave currency to Democratic National Committee estimates that about $200,000 would be realized on the Washington dinner alone. He said that since Committee officials had predicted that Mr. Truman would be a candidate next year, "it would perhaps be justifiable to say this affair was staged for the purpose of helping to raise Mr. Truman's own campagin fund".

"It has seemed to me for many years past that such use of free radio time for the avowed purpose of raising campaign funds constitutes an abuse of radio facilities, and poses a violation of the spirit of the legal restrictions on political contributions by corporations", wrote Mr. Reece.

"I realize, of course, that this is an inherited abuse for which I am not inclined to hold the broadcasting companies responsible. It is, in my opinion, one of the many heritages from the day when public office was considered private property.

"I fear the impression has grown up that free radio time is a royal prerogative, something to be given without question whenever requested and without regard for the purpose to which it may be devoted."

X X X X X X X X X X

FCC ON THE MOVE

Because the Post Office Department wants more space, some units of the Federal Communications Commission in the New Post Office Building will soon move to Temporary 1 Building, near the Lincoln Memorial. They include the Safety and Special Services units of Law and Engineering Departments, Field Engineering and Monitoring, Technical and Commercial Information, Sections of the Frequency Service Allocations Division, and Amateur Licensing Sections. About 200 persons are affected. Some are in parts of four other buildings required for expanded FCC activities.

X X X X X X X X

2,600,000 FM SETS IN 1947 FORESEEN BY RADIO MANUFACTURERS

A survey by the Radio Manufacturers' Association released Tuesday indicates that radio set manufacturers are planning to produce approximately 2,600,000 receivers with FM facilities in 1947. The majority of them will be AM-FM consoles due to higher FM manufacturing costs.

A special RMA committee on FM, appointed by President R.C. Cosgrove to make a "realistic" report on the outlook for FM set and transmitter production this year, however, took a more cautious view, after a thorough analysis of all factors, and estimated that the 1947 output of FM sets possibly will be between 1.8 and 2.1 million because of anticipated production difficulties.

The RMA committee, which presented its report at a meeting with a committee of the FM Association, which is to have its first regional meeting in Albany, N.Y. next Monday (April 14), said it is "most encouraged" by the 1947 outlook for FM set and transmitter production but warned that the growth of this new broadcasting service will be gradual and would be hampered rather than aided at this time by the manufacturing of "cheap FM sets" which would not realize the full advantages of FM broadcasting.

The RMA report also revealed that transmitter manufacturers estimate delivery of more than 700 FM transmitters by the end of this year and confirmed the forecast of 700 FM stations on the air by the end of 1947 as made recently by Charles R. Denny, Jr., Chairman of the Federal Communications Commission.

The special RMA Committee on Liaison with the FMA is headed by L. F. Hardy, Vice-President of the Philco Corp., Philadelphia. Other members are: Ben Abrams, President of the Emerson Radio & Phonograph Corp., New York; E. A. Nicholas, President of the Farnsworth Television and Radio Corp., Fort Wayne, Ind.; H. C. Bonfig, Vice-President of the Zenith Radio Corp., Chicago; and S. P. Taylor of the Western Electric Co., New York City, and Chairman of the RMA Transmitter Division. RMA President Cosgrove, General Manager of the Crosley Division, Cincinnati, is an ex-officio member of the Committee.

Radio manufacturers, as well as their distributors and dealers, are just as anxious to sell FM sets as are the FM broadcasters to build up listening audiences, the Committee declared. But manufacturers also must serve the needs of standard or AM broadcasters and their millions of listeners, many of whom do not have FM services, it added. Publicity by some FM broadcasters advising listeners not to buy a radio set "unless it has an FM band", the manufacturers said, "is not constructive but destructive to FM2.

Pointing out that it has taken approximately 25 years to make possible the present AM radio programs service and to provide the public with sixty million receiving sets, the Committee

commented: "It is obvious that the creation of such an audience for FM, even at enormous production levels, will take some time."

The radio manufacturing industry, the Committee said, has produced approximately as many FM radio sets during the first quarter of 1947 as it did during the entire year 1946, and the production rate is expected to continue climbing each month. March's output of 67,364 brings the quarter's total to 172,276.

The Committee called attention to the fact that despite the rapid growth of FM broadcasting, AM stations far outnumber FM stations and many sections of the country are entirely without FM service. Moreover, the Committee declared, only by maintaining high volume AM set production can the radio industry lower FM manufacturing costs.

Tabulated returns from the questionnaire sent to all RMA set manufacturers revealed the following production estimates for the entire year 1947:

1. Estimated production of AM-FM table model sets:	
(A) To retail under $50	43,000
(B) To retail over $50	810,720
2. Estimated production of AM-FM console models:	
(A) With phonograph	1,595,729
(B) Without phonograph	70,000
3. Estimated production of FM (only) sets:	146,000
Total	2,665,949

A survey of FM transmitter manufacturers revealed the following production plans for 1947:

250 watt transmitters	90
1 KW transmitters	230
3 KW transmitters	205
10 KW transmitters	185
Total	710

X X X X X X X X X X X X

WASHINGTON AIRPORT EMPLOYS RADAR IN SAFER LANDINGS

About $600,000 worth of new radar equipment was placed in operation at National Airport in Washington, D.C. last week in the country's first commercial application of the war-developed devices.

An official party inspected the system with the aid of two airplanes, one making landing approaches visible on short-range scopes, and the other cruising airways for 100 miles around Washington to demonstrate the giant scanning set.

Operators can "see" all planes within a 30-mile radius on one scope, and observe their exact landing approach path on another, more precise set. Any plane equipped with proper voice radio can be "talked down" to the runway through fog or darkness.

X X X X X X X X

NETWORKS NOT CRIPPLED BY TELEPHONE STRIKE - UP TO THIRD DAY

Network executives have their fingers crossed but were congratulating themselves, dependent as they are on the long lines, that through the third day, at least, the telephone strike had not affected them. In Washington, and so far as known elsewhere, broadcasting was being carried on as usual.

These wires are regularly leased and do not require any service by telephone operators. Officials said that supervisory employees who will remain on duty would do their best to maintain regular service on these circuits.

A radio station official said that no trouble is expected in broadcasting network programs "piped" from another city except in the case of a breakdown of lines which the telephone company might have difficulty in repairing because of the strike.

One effect the telephone strike will have will be to restrict a local radio station from picking up remote programs elsewhere in its area where it does not already have connections.

Radio engineers notified the stations they would not handle pickups from installations made by non-union workers.

X X X X X X X X X X

RADIO WRITERS TO SERVE STRIKE NOTICE; EFFECTIVE IN 30 DAYS

Formal notice of a Nation-wide strike by the Radio Writers Guild will be served on the networks today (April 9) and other stations tomorrow, it was announced by Roy Langham, National Executive Secretary of the Guild. The strike will not become effective until 30 days after the notice.

The New York and Hollywood sections of the Guild voted to strike and the Chicago section voted last night. However, Mr. Langham said that the vote of the New York and Hollywood sections was 30 to 1 in favor of a strike, which guarantees a majority.

The strike will include approximately 1,700 free lance writers who turn out scripts for many of the leading network programs.

Sam Moore, National President of the Guild, said in Hollywood that the strike is principally concerned with ownership of scripts. He charged that writers lose all title to their material once it is sold.

X X X X X X X X

McDANIEL ELECTED VICE PRESIDENT OF RCA COMMUNICATIONS

Election of Glen McDaniel as Vice President and General Attorney of RCA Communications, Inc., 66 Broad Street, was announced last week by Thompson H. Mitchell, Executive Vice-President.

Mr. McDaniel joined RCA Communications as General Counsel in February, 1946, after serving as Chairman of the Navy Board of Contract Appeals and as Special Counsel to Secretary of the Navy James V. Forrestal when Mr. Forrestal was Under Secretary.

X X X X X X X X X X

MEET COMMODORE E. M. WEBSTER, NEWEST FCC COMMISSIONER

Unless there is some unforeseen hitch in the proceedings, Commodore Edward M. Webster, U. S. Coast Guard, Retired, former telecommunications head of the National Association of American Shipping, will formally be inducted into his new position as a member of the Federal Communications Commission tomorrow (Thursday, April 10) to fill out the unexpired term of Paul Porter.

It is believed one of the first matters which Commissioner Webster will concern himself with will be the World Telecommunications Conference at Atlantic City, May 15th. The meetings have been arranged by the State Department in cooperation with the International Telecommunications Union which has a membership of some 80 countries which are party to the agreement adopted in Madrid in 1932, now in force.

X X X X X X X X X X

RMA ENGINEERS HAVE BUSY SCHEDULE FOR SPRING MEETING

The program for the Radio Manufacturers' Association's Annual Spring meeting in Syracuse calls for a technical session to be held Monday, April 28, to include the following papers; "Absolute vs Industrial Standardization" by C. H. Crawford, General Electric Co.; "Characteristics and Circuit Application of a New Low Power Tetrode" by H.C.M. Longacre, Sylvania Electric Products Inc.; "Color Television Transmitter Design in the UHF" by J. T. Wilson, Columbia Broadcasting System; and "Television Mobile Unit", W. T. Poch, Radio Corporation of America.

On Tuesday, April 29, the technical session will embrace among others, the following papers: "Frequency Modulated Links", by E. Ostlund, Federal Telecommunications Laboratories; and "Design Considerations for Commercial Radar Equipment" by Coleman London, Westinghouse Electric Corp.

X X X X X X X X X X

FBI HEAD REVEALS COMMUNISTS ARE SEEKING RADIO CHANNELS

Testifying before the House Un-American Activities Committee, J. Edgar Hoover, Head of the Federal Bureau of Investigation, said now that the aims and objectives of the Communists are being exposed, they are creating a committee for the Constitutional Rights of Communists, and are feverishly working to build up what they term a quarter-million-dollar "defense fund" to place ads in papers, to publish pamphlets, to buy radio time.

"They know that today it is a fight to the finish and that their backs will soon be to the wall."

Hoover declared that to be successful, the tactics of the Communists require that, among other things, they must seize all communications, railroads and radio stations.

"The Communists have departed from depending upon the printed word as its medium of propaganda", Mr. Hoover continued, "and has taken to the air. Its members and sympathizers have not only infiltrated the airways but they are now persistently seeking radio channels."

X X X X X X X X

VICE-ADMIRAL GLASSFORD TO BE RCA EUROPEAN MANAGER

Vice-Admiral William A. Glassford, U.S.N. (Ret.), has been appointed European Manager for activities of the Radio Corporation of America in the United Kingdom and on the Continent of Europe. His headquarters will be at 43 Berkeley Square, London.

Admiral Glassford served with distinction in World War I and World War II, and upon conclusion of the latter conflict became Commander of U. S. Naval Forces in Germany, in control of sea communications for the U. S. Army of Occupation. He participated in negotiations with the British, French and Germans in solving German and Austrian inland water-way problems, and was American representative on the Tripartite Commission with the British and Russians for division of the German Fleet and Merchant Marine.

Admiral Glassford's retirement from the Navy became effective on March 1, after 45 years of service.

X X X X X X X X

Walter Winchell, ABC's commentator who launched the Damon Runyon Memorial Fund, announced at the annual American Cancer dinner in New York that he was turning over to the fund the sum of $226,463, representing donations received by him from persons in all walks of life and from every State of the Union.

X X X X X X X X X

EDUCATORS GETTING INTO FM GAME; 34 STATIONS NOW, MORE COMING

The Federal Communications Commission last week granted construction permits for five non-commercial education FM broadcast stations, including a city school system, a State college, two State Universities, and a school for adult education. They are:

Board of Education, Toledo, Ohio; Pennsylvania State College, State College, Pa.; University of Alabama, Tuscaloosa, Ala; University of Indiana, Bloomington, Ind., and The Junto, Inc., Philadelphia, Pa.

This makes a total of 28 construction permits for educational FM stations which have been authorized. In addition, six stations are now operating in the educational FM band and 16 applications are pending.

The Commission has reserved 20 channels (88 to 92 megacycles) exclusively for non-profit educational FM broadcasting, and noncommercial educational organizations only are eligible to apply for those frequencies.

Within recent months educators have evinced an increasing interest in the educational opportunities of FM. Many letters are being received from schools inquiring how to apply for educational stations. Following the example of Wisconsin, a number of States are reporting plans to establish State-wide educational FM networks. Among those who have recently indicated that intention to the Commission are: Kentucky, New York, Virginia, Louisiana, Iowa, Georgia, Michigan, Pennsylvania, Alabama, Connecticut, California, Wisconsin, Ohio, Illinois, Texas and Indiana.

X X X X X X X X

WOULD HAVE SIZE OF TELEVISION AUDIENCE DETERMINE HOURS

The Television Broadcasters' Association, Inc., has petitioned the Federal Communications Commission to reconsider Section 3.661 (a) of the Rules and Regulations Governing Commercial Television Broadcast Stations and amend it to permit a graduated scale of operations to be set up on the following basis:

Receivers Per Station	Hours Per Week
0 to 25,000	7
25,000 to 50,000	14
50,000 to 75,000	21
Over 75,000	28

X X X X X X X X X X

PLANS COMPLETED FOR INTRODUCING TELEVISION TO WASHINGTON

Coincidental with the televising of the opening Major League Baseball game of 1947, RCA Victor will introduce its television receivers to Washington the week of April 14 with a promotional program.

Approximately 50 retailers in and around Washington have been granted franchises to handle RCA Victor television receivers by Southern Wholesalers, Inc., RCA Victor distributors in that territory. These dealers are sponsoring the television broadcast of the opening game, at which President Truman will throw out the first ball.

A number of the retailers are using considerable newspaper space to advertise the event and other dealers have arranged to sponsor radio broadcasts during "T"-Week, commemorating the introduction of television receivers in quantities to the Washington market. Several major appliance organizations and department stores are opening additional outlets or new television departments on the 14th.

"T"-Week will initiate the establishment of a sizable television audience in Washington. Enough television receivers have already been shipped into the city by RCA Victor to permit each dealer to have at least two on demonstration by "T"-Day, and each franchised dealer will also have a representative number of sets for immediate sale to the first few customers.

X X X X X X X X X X

WESTINGHOUSE CHAIRMAN HITS SWOLLEN FEDERAL TAXES

A. W. Robertson, Chairman of the Westinghouse Electric Corporation, has written the following letter on taxes to all members of the Congress:

"You will be astonished, as I was, that I paid thirty-seven times as much tax to the Federal Government as I paid to all other tax collectors (Federal Tax from 1942 through 1946 - $746,717, all other taxes for the same period - $20,200). What is still more remarkable, this $20,200 paid for all public school facilities, all police protection, fire protection, sanitary service, including street cleaning and garbage collection.

"While individual tax figures vary, a similar comparison of services could be shown by practically every taxpayer in this country, whether he pays much or little to his National Government.

"It seems to me that, unless we have embarked openly on a policy of confiscation of property of the citizens in the guise of taking current income from individuals regardless of services rendered in return, Federal taxes must be reduced until they are in line with other taxes."

X X X X X X X X X X

WOR MOBILE EMERGENCY STUDIO IS READY FOR ANYTHING ANYWHERE

"Johnny On The Spot", WOR's new mobile studio in New York, has been placed at the disposal of the Army and Navy and the City to supplement their equipment in emergencies. Policemen and firemen will be able to reach their headquarters by using the studio-on-wheels' radio telephone and four shortwave transmitters.

For use in disaster work the vehicle has searchlights, gas masks, axes, cots, litters and other emergency aids. It has a gasoline-powered generator. To control crowds there are loud speakers which may be used as a public address system.

"Johnny" is 27 feet long and can speed to the scene of news-breaks at 50 miles per hour. Inside there is a complete studio, 8 foot by 10 foot, large enough to accommodate eight persons. Adjoining is a glass-enclosed control room.

The WOR Engineering Department has equipped the unit with two studio-type recording turntables, two wire recorders and one spring-wound recorder. There are also four short-wave transmitters, including a tiny "mike mitter" which can be carried to difficult spots.

X X X X X X X X X X

RCA VICTOR APPOINTS NEW GENERAL MANAGER AND TWO NEW V-Ps

John G. Wilson, Operating Vice-President of the RCA Victor Division of the Radio Corporation of America for the past three years, has been appointed Vice-President and General Manager. Also appointed were Fred D. Wilson as Vice President in Charge of Operations and Joseph H. McConnell as Vice-President in Charge of Law and Finance.

Mr. J. G. Wilson has been with the RCA Victor Division since 1944. Prior to joining the RCA organization he was Executive Vice-President of the United Wall Paper Company.

F. D. Wilson, Vice-President in Charge of Personnel since 1946, joined the RCA organization in 1936 as a District Manager at Minneapolis and in the same year he was moved to Cleveland, then later to Chicago where he became Regional Manager.

Mr. McConnell, a native of Davidson, North Carolina, was named Vice President and General Attorney of RCA Victor in 1945, four years after he joined the company's Legal Department.

X X X X X X X X

SCISSORS AND PASTE

Advises Congress To Get State Dept. Out Of Radio Entirely
("Chicago Tribune")

Dean Acheson, Acting Secretary of State, has sent to Congress legislation proposing to create a Government controlled corporation patterned after the British Broadcasting Company to operate a global radio system. The State Department is already up to its neck in international broadcasting, with programs going out in 25 different languages at a cost of more than 8 million dollars a year. The proposed "International Broadcasting Foundation of the United States" would make this operation permanent and would expand it.

The Government's world circling radio operation was conceived by William B. Benton, Assistant Secretary of State in charge of Information and Cultural Affairs. His idea is sugar-coated by proposals that domestic broadcasting companies and some institutions be represented on the Board of Trustees, and that the operation, although to be financed primarily by the Government, obtain incidental revenue from the sale of broadcasting time to private organizations.

Comdr. E. F. McDonald, Jr., of Chicago, in a statement read into the Congressional Record, has ably summarized the objections of the radio industry and of proponents of free enterprise generally to any such permanent invasion by Government of the broadcasting field. * * * *

Terming the Acheson-Benton project "another instance of unnecessary Government competition with private enterprise, and in a field where American private enterprise has been notably successful", Comdr. McDonald asserts, "There is no more reason for the Government to own and operate broadcasting stations than there is for it to publish newspapers and magazines. Nor is there any reason for the Government, which has neither experience nor skill in radio production, to spend millions of dollars developing radio programs." * * * *

Experience has shown that when Government intrudes into radio, it abuses the privilege. In 1933, for example, the old Federal Radio Commission, predecessor of the FCC, issued a statement calling for aggressive radio support of the National Recovery Act. "Under the Radio Act", the statement said, "the Commission has no right of censorship, but the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewal. . . It is to be hoped that radio stations using valuable facilities loaned to them temporarily by the Government, will not unwittingly be placed in an embarrassing position because of greed or lack of patriotism."

Under this threat, broadcasters sought to prove they were not greedy by donating some 2 million dollars' worth of radio time to NRA spokesmen during NRA's first year. They were so eager to demonstrate "patriotism" that virtually no criticism of NRA was permitted on the air.

This episode indicates that, given a permanent monopoly on foreign broadcasting, Government could be expected to double back into domestic operations with the argument that "national policy" in overseas broadcasts must be upheld by radio programs at home. The industry, vital to a free public opinion, would soon be under Government control. Congress must avert such risks by getting the State Department out of radio entirely.

- - - - - - - - - -

WBBM Signs Negroes To Staff In Anti-Bias Stand
("Variety")

Latest development in long-range fight against racial discrimination of WBBM, Chicago CBS outlet, is the signing of two colored singers to its staff. Duo, Ira Burton, baritone, and Harriet Clemons, lyric soprano, were winners over 1,500 contestants in a contest sponsored by the station in conjunction with the Chicago Defender, Negro weekly. WBBM is offering the pair for commerical aegis along with the rest of staff singers and has placed them on one Sunday show already.

In addition, vocalists play a week's engagement at Oriental theatre, downtown vaude house. Contest, which was open to singers between ages of 17 to 24, had been going on for six weeks.

(Editor's Note: WBBM recently was cited in connection with the "Wendell L. Willkie, Negro Journalism Awards". H. Leslie Atlass of Chicago, Vice-President of CBS, received the certificate from President Truman personally who commended the work WBBM in cooperating with the Chicago Defender.)

- - - - - - - - - -

FCC Has Big Ears
("This Week Magazine")

Strike us down if we ever complain about governmental inefficiency. Newsman Robert Nichols wires us from Little America about Bob Reuben, radio correspondent for NBC, who tried for hours one day to contact his New York station 10,000 miles away. He was quietly going crazy among the icebergs when he heard a faint voice over the air saying, "Can anyone contact our NBC correspondent, Bob Reuben?"

Reuben yelled, "Here I am!" but the voice died away. He pushed his microphone away disgustedly and muttered, "Dammit!"

Immediately a new voice burst in on his receiver : "This is Federal Communications Commission in New York. Watch your language! Watch your language!"

X X X X X X X X X X

TRADE NOTES

The United States Television Mfg. Corp., of 3 West 61st Street, New York City, came out today (Wed. April 9) with half page advertisements in the New York papers offering sets with the "biggest home television picture - almost two feet by one and a half feet six times the size of the average picture."

No price was given for the home sets but a set for bars, hotels, and clubs was offered for $2,450 plus $145 Federal Tax plus $85 average installation.

Among the stores listed as selling the U.S. Television sets were R. H. Macy, John Wanamaker and Abraham and Straus.

The Kedzie Protective Patrol of Chicago was granted a construction permit by the Federal Communications Commission for a land station and a mobile station with 2 units for testing dispatching, limited to the prevention of fire and burglary and emergencies involving safety of life and property. This authorization is strictly experimental, without assurance of regular service being authorized.

Niles Trammell, President of the National Broadcasting Company, speaking in Atlanta at a two-day regional meeting of the network there, declared that much of the 1948 presidential campaign will be televised, indicating that successful candidates will have to use showmanship.

Edward Sarnoff has joined Radio and Appliance Distributors, Inc., East Hartford, Conn., as Advertising and Sales Promotion Manager. Mr. Sarnoff is the son of Gen. David Sarnoff, President, Radio Corporation of America.

Rear Admiral Ellery W. Stone, 53, former head of the Allied Control Commission for Italy and International Telephone and Telegraph Corp. Vice-President, and Contessina Renata Arborio Mella di Santelia, 28, were married in a chapel of St. Peter's Church in Rome Monday. It was a private ceremony performed by Frederico Cardinal Tedeschini, Archbishop of the Basilica. Afterwards the couple had an audience with Pope Pius XII.

It has just been discovered that during the war a bomb crashed through the roof of a crypt in Bologna, Italy, and came to rest, unexploded, beside the coffin of Gugilielmo Marconi, the inventor of radio. The bomb has now been removed. The tenth anniversary of Marconi's death will be observed Friday, April 25th.

A new type of multi-television broadcasting and receiving system was demonstrated last week-end by the Emerson Radio & Phonograph Company for a delegation of educational authorities headed by Francis Meehan, President of the Newark, N.J., Board of Education. The new development, designed primarily for industrial and educational institutions, brings any desired number of remote visions and sounds to one central reception point, it was stated.

A survey made for the Columbia Broadcasting System by the Market Research Company of America, the results of which were made a special study by Nielsen Radio Index, revealed that 35,900,000 U.S. homes now have radio sets in use, an all-time peak; an increase of 1,902,000 over the 33,998,000 reported by Broadcast Measurement Bureau on Jan. 1, 1946. In all, America's radio families now own and operate 52,500,000 receivers, exclusive of automobile and portable radios.

Also that 93 percent of all families have receivers; that 8½ Million were bought in '46; and that the total listening hours per day is now up by more than 4½ million.

The wrecked airplane and the body of John F. Mannierre, 44, Federal Communications Commission attorney, were found Monday on the side of a mountain a few miles from Lanesville, in Tucker County, West Virginia.

State Police Sergt. J. M. Johnson said the smashed craft was discovered by a young man and boy who were hunting strayed sheep.

Mr. Mannierre, whose home was in Winnetka, Ill., disappeared March 25 while making a flight alone from Huntington to Elkins.

Miss Mary Somerville, the British Broadcasting Corporation's Director of Schools Broadcasting, who retired in April will visit Australia and the United States to speak and advise on educational broadcasting. Miss Somerville will then return to the BBC to assist the Controller of Talks on program matters.

Frank C. Page, Vice-President of the International Telephone and Telegraph Corp., and Mrs. Page have announced the engagement of their daughter, Cecilia, to Robert C. Bourget, son of Mr. and Mrs. Paul Bourget of Thurso, Quebec. The wedding will take place in the Autumn.

The prospective bride studied at Miss Hewitt's Classes in New York, was graduated from Milton (Mass.) Academy Girls School, and attended Sarah Lawrence College. She made her debut at the Junior Assemblies in 1944. The bride-elect is a grand-daughter of the late Walter Hines Page, Ambassador to Great Britain during the first World War. Mr. Bourget was graduated from Ashford College in Ottawa.

Contents of NBC Digest for April, 1947, include: "Greece and Turkey Need U.S. Aid" by President Harry S. Truman; "The Philosophy of Communism", Fulton J. Sheen; "Pan Americanism in World Affairs", Oswaldo Aranha; "The King's English", Gracie Allen Meets Beatrice Lillie; "German War Criminals",- "Nazis were not supermen but super-gangsters"; "How Can We Avoid Economic Collapse", A University of Chicago Round Table Discussion; "First Broadcast from Moscow", Henry Cassidy; "Trouble in the Teaching Profession", W. W. Chaplin.

X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
APR 18 1947
FILES TRANSFER

INDEX TO ISSUE OF APRIL 16, 1947

Broadcasting Congress Committees Now Pushover; All Willing.....1

"Get Behind TV - Not In Front Of It", TV Head Admonishes.....3

New Publicity Man Aids In Putting FM Assn. On The Map.....5
New KRNT, Des Moines, To Top Empire State By 250 Feet.....5

FCC Seeks AM Construction And Operating Costs Of New Stations.....6
$25,000,000 G.E. Electronics Park Begins Production.....6

FCC Commissioner Durr Critical Of Radio At N.Y. Times Forum.....7
Emerson Gets On Presidential Price-Cut Band-Wagon.....7

"Amazing Not So Few But So Many FM Sets In '47" - Bonfig.....8

Rain Mars "T" Day In Capital; Also Truman's TV Debut.....9
Twenty-Year Radio Club Dines; Mark Woods President.....9

FCC Grants N.Y. City FM And TV Permits; N.Y. News Wins Both.....10
Japs Keen For New "English Conversation" Radio Program.....10

Washington, D. C. Daylight Saving Bill Delayed.....11
Wider Band For Industrial, Scientific, Medical Devices Use.....11
Radio Has Become Definite Part Of American Life.....11

Sixty Nations To Consider Marine Radio Aids To Navigation.....12
"The Hucksters" Soon To Come to Life In Movie.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1771

April 16, 1947

BROADCASTING CONGRESS COMMITTEES NOW PUSHOVER; ALL WILLING

So pleased are members of Congress with the broadcasts of their Committee meetings direct from Capitol Hill, a thing they bitterly opposed for years, that they now all seem to want to get on the bandwagon. In fact, there was quite a hullabaloo when it was found following broadcasts of the Senate Foreign Relations Committee that requests for further airing of the proceedings had been turned down because the proceedings had been transferred from the spacious Caucus Room to the smaller room of the Finance Committee where it was said space would not permit installing radio equipment.

Not satisfied with this explanation Senator Glen Taylor(D) of Idaho, formerly a radio performer known as "The Singing Cowboy" complained to the Senate that though Dean Acheson, Acting Secretary of State and others, had been allowed to present the Government's side of the Greek-Turkish assistance plan, no opportunity had been presented to the opposition to state its case. Accordingly, he requested that he be heard and this was given to him by NBC, one of the networks which had broadcast the House Committee hearings. Not only given the opportunity but on the more desirable evening time instead of day time which his opponents had had.

Explaining the situation to the Senate, Senator Taylor said:

"I was happy to learn that two radio networks broadcast parts of the opening sessions of the hearings now being conducted by the Senate Foreign Relations Committee on the Greek-Turkish plan. When I heard of these broadcasts, I immediately wired the President of the National Broadcasting Co. to express my congratulations and my hope and confidence that he would in all fairness broadcast later sessions of the same Committee, at which witnesses opposed to the State Department plan would testify. * * *

"I was shocked to learn that while NBC had made an attempt in good faith to round out its presentation by making additional broadcasts on which opposition witnesses could be heard, they were refused permission to do so. * * *

"I was also informed that the Mutual Broadcasting System and Station WOL, which also had broadcast Government witnesses on the first day, requested permission to broadcast the opposition testimony of Mayor LaGuardia, and was also turned down.

"We all know that the Communications Act of 1934 enjoins upon radio broadcasters the responsibility to make well-rounded rather than one-sided presentations of public issues. * * *

"I desire to raise the question as to why this action was taken. I believe that the broadcasters and the public are entitled to know why room could not be found in the Finance Committee room for two microphones and a small amount of equipment, which takes up

less space than two chairs. This Greek-Turkish plan is probably the most momentous issue in the history of the United States. The public is entitled to hear all sides, and to make its decision. It is entitled to have full information.

"I would appreciate it if the distinguished Chairman of the Foreign Relations Committee could clear up this matter for us."

To which Senator Vandenbergh (R), of Michigan, replied:

"The Chairman of the Committee on Foreign Relations would like to state to the Senator from Idaho that he sought the caucus room for all the hearings. He was unable to secure the caucus room for Tuesday and Wednesday, because the Committee on Armed Services had obtained it for their hearing on the merger.

"The witnesses heard on Tuesday, without broadcast, were Government witnesses. The Government was cut off from broadcast just as much as anyone else when we moved to the room of the Committee on Finance, which was the only other room available. There was no intent or purpose to cut off anyone from any privilege. * * *

"The room of the Committee on Finance is a smaller room, where it was not deemed feasible to set up the broadcasting apparatus. That inhibition ran against Government witnesses on Tuesday just as much as against any on Wednesday. If and when we can return to the caucus room the Chairman of the Committee will be very happy to have the broadcasting continued."

A great break for the microphones was the uproarious session of the House Un-American Activities Committee when Committee Chairman Parnell Thomas ordered Communist Secretary Eugene Dennis from the witness stand because he refused to give the Committee his real name and place of birth. This was immediately followed by J. Edgar Hoover, Director of the FBI, who told the Committee and the radio audience a few things about Dennis.

In analyzing the results of techniques developed by the recent live and recorded broadcasts of proceedings direct from the Capitol, WOL-Mutual News chief Albert L. Warner commented as follows:

"The live broadcast is advantageous in the case of Washington newsbreaks of transcendent importance, where there is an urgency and immediateness, and where only a minimum of explanation to the listener is needed to make comprehensible the proceedings.

"The testimony of J. Edgar Hoover and Eugene Dennis was clearly in that category. For most purposes, the technique of recording and editing will give to listeners a more well rounded and balanced view of the news. As a newspaper reporter selects the important developments and the most lively quotes, and as he puts in testimony from both sides to give balance, and as he summarizes less important material and supplies background to make the whole picture more comprehensible. The radio editor selects from his recordings

with the same principles in mind, and the commentator fills in with background and setting of the scene."

An idea of how thoroughly the networks are now covering these proceedings may be gained from the fact that NBC-WRC with Richard Harkness handling the details broadcast one hour and 44 minutes of the testimony of John L. Lewis before the House Labor Subcommittee. Harkness would pause in summing up or explaining testimony and cut in the actual voice of Lewis so that the radio audience could hear with their own ears John L.'s fire eating dramatics. Harkness also used the wire recorder effectively in the testimony of of Dean Acheson, Acting Secretary of State, and J. Edgar Hoover.

Noting the statement that NBC and Mutual were the first to pick up a Congressional Committee hearing, Bob Trout, Columbia Broadcasting System news commentator, declared he had broadcast a Committee session from the Hill for CBS back in 1933. This, Bob said, was confirmed by Senator Tydings (D), of Maryland, Chairman of the Committee who recalled the broadcast had been made from a booth which had been left from President Roosevelt's first inauguration.

X X X X X X X X

"GET BEHIND TV - NOT IN FRONT OF IT", TV HEAD ADMONISHES

There was a gentle rap on the knuckles of the critics of television when J. R. Poppele, President of the Television Broadcasters' Association, addressed the Second Annual Television Institute in New York Monday.

"Will someone please tell me why everytime I receive an invitation to speak on television, the suggested title contains the word 'challenge'?' Mr. Poppele queried.

"Having been associated with television for quite a few years already, I'm beginning to resent the idea that television itself is a 'challenge'. Webster in his dictionary defines the word challenge as 'a defiance; a call to combat'.

"Now, why is it that television should be associated with such abhorrent words as 'defiance' and 'combat'? Surely in television's quest for the right to exist, it has already been subjected to enough 'defiance' and 'combat' from any number of sources to last a lifetime.

"In other words, the next time someone asks me to speak, please change the word 'challenge' to something more palatable, such as 'television's inspiration' or 'television's wonderful opportunities'. Don't let's 'fight' this industry any more, let's go forward helping it find its rightful place among the great industries of our times and let's get <u>behind</u> it - <u>not</u> <u>in</u> <u>front</u> of it, with a chip on our shoulders.

Mr. Poppele declared that estimates for the coming year range from 300,000 to 400,000 receivers.

"Thus we may reasonably assume that by the time the presidential campaign comes around next year, television service will be within the reach of well over 40 per cent of the nation's population", Mr. Poppele continued.

"What does this mean in terms of the election?

"Well, Brig. Gen. David Sarnoff, President of the Radio Corporation of America, estimated that there is a great possibility 500,000 homes will be wired for television reception by the time the campaign gets into swing. 500,000 homes means millions of televiewers, and if campaigns in each locality are carried via television, think what this may mean in terms of votes. Who knows, maybe the power of persuasiveness which television provides may be responsible in turning the tide of the election one way or the other.

"Of course, the coaxial cable installation program being energetically pushed by the American Telephone & Telegraph Company may make it possible to link a large number of television stations into a chain during the 1948 election. Most of the cable linking New York and Los Angeles has already been plowed under ground by A. T. & T. crews, but outfitting of the cable for television will be required before the chain can be instituted on a coast-to-coast basis.

"Whatever the case may be, we can certainly expect a cross-continental chain within the next three years. Perhaps additional radio relay facilities, with which A. T. & T. and others are experimenting today, may make possible a vastly expanded network service in a shorter period of time. The opportunities, here too, are limitless. Commercially speaking, television is a magnate for some of our biggest advertisers."

Another matter which came up at the Television Institute meeting was the question of erecting television antenna on New York apartment houses.

Ernest A. Marx, Chairman of the Television Broadcasters' Association Committee in charge of the case, said a two-point formula has been devised and presented to the Real Estate Board of New York, and that favorable action is expected soon on at least part of the plan.

Two months ago, tenants of more than 100 Manhattan apartments were told by their landlords not to install television receiver sets because of complications in erecting suitable antenna systems on roofs.

X X X X X X X X

NEW PUBLICITY MAN AIDS IN PUTTING FM ASSN. ON THE MAP

Although on the job a short time, William L. Barlow has already made his presence felt as Director of Publicity for the newly formed FM Association. It was largely due to the efforts of Mr. Barlow that the FM regional convention at Albany this week got as much publicity as a national gathering usually does.

A native of Shelbyville, Indiana, Mr. Barlow has a long background of newspaper, radio and promotion experience. For several years he served the United Press and various newspapers in Ohio.

In 1932 he was named Director of Public Relations for the Kroger Grocery & Baking Company, Cincinnati, a post he held until 1939, when he resigned to accept an assignment in the Publicity Department of WLW, Cincinnati.

Two years later Mr. Barlow was named Director of Publicity for WLW and when the Crosley Broadcasting Corporation purchased WINS, New York, from Hearst Radio, Inc., Mr. Barlow was transferred to New York in August, 1946, as Publicity Chief for WINS. He resigned last January 14 following a break in his health. During the past three months has been vacationing in Florida.

X X X X X X X X

NEW KRNT, DES MOINES, TO TOP EMPIRE STATE BY 250 FEET

Phil Hoffman, Manager of Station KRNT, Des Moines, writes to the editor of Look Magazine:

"In a previous 'Behind the Scenes with Look', you mentioned that you were fascinated by records of all kinds. Well, here's one for your record book. The highest structure in the world, a tower for broadcasting frequency modulation radio programs, will be built by Station KRNT, Des Moines, if the Federal Government approves. The tower will reach more than a quarter of a mile into the sky, should cover an area within a radius of more than 120 miles from Des Moines."

Mr. Hoffman concluded by saying that a picture which was printed with his letter showing the KRNT structure to be 250 feet higher than the Empire State Building in New York "will give your readers an idea of the size of the tower."

X X X X X X X X X X

Among the features in the International Review for April are articles about Colombia, "I. T. & T. and World Air Transport", and "The Story of the United River Plate Telephone Company.

X X X X X X X X X X

FCC SEEKS AM CONSTRUCTION AND OPERATING COSTS OF NEW STATIONS

Considerable interest has been shown by construction permit holders and applicants in the current cost of entering the standard broadcast industry and in the average revenues and expenses of new AM stations. A substantial number of AM stations have gone on the air since V-J Day, and their experience offers a basis for making a realistic appraisal of the present situation with respect to these facts.

Accordingly, the Commission is mailing to each station authorized since October 8, 1945, a one-page questionnaire asking information on actual construction costs and monthly expenses and revenues. It is hoped that these reports will be returned to the Commission on or before April 30.

When study of these reports is completed, the overall results will be made public, but individual station data will not be disclosed.

X X X X X X X X

$25,000,000 G.E. ELECTRONICS PARK BEGINS PRODUCTION

General Electric's gigantic electronics manufacturing plant, the $25,000,000 Electronics Park at Syracuse, N.Y., went into production last Tuesday (April 15) when the first movement of transmitter assembly lines was started from the Thompson Road plant to the new plant, seven miles away. It is expected that the actual move will consume about a month and a half and that full production of radio transmitters acquiring 1,800 employees will be attained by that time. It is expected that the end of the year will see all units in operation.

The first manufacturing groups to be moved will be the FM assembly, FM test and television.

Located on a tract of 155 acres, Electronics Park, when finally completed, will look like a university set down in the rolling country of Central New York. There will be nine separate buildings and more than 30 acres of the tract will be under roof. A total of 1,386,650 square feet of manufacturing, office and service space will be available. The largest building will be the receiver building with a total of 479,100 square feet and the second largest will be the transmitter building, now being opened with a total of 372,800 square feet.

Other buildings include the specialty, service, boiler house, laboratory, reception and administration. These buildings are in various stages of completion with Specialty about next to be ready for occupancy, probably in the Fall. The receiver building, 900 feet long is 60 percent completed and it is expected that it will also be ready well before the end of the year.

X X X X X X X X X X

FCC COMMISSIONER DURR CRITICAL OF RADIO AT N.Y. TIMES FORUM

Asserting that radio-conditions had improved since the Federal Communications Commission issued its 1946 Blue Book, but still could be better, FCC Commissioner Clifford J. Durr participated in a New York Times radio forum discussion broadcast over the Times station WQXR on Tuesday (April15).

Mr. Durr held that radio had been an outstanding business success but that it had not measured up to its potentialities and that "we should concern ourselves with the freedom of 150,000,000 American people rather than with the freedom of broadcasters abitrarily to run their own stations in any way they see fit without regard to listeners and their needs."

"By free radio", the Commissioner said, "I mean the freest possible outlet for the widest possible range of ideas, opinion and talent, and that is what we should strive for."

Carl Haverlin, President of Broadcast Music, Inc., and John V. L. Hogan, President of WQXR, agreed that radio has made great strides in the last twenty-five years, but that all aspects of current broadcasting are not perfect. They attributed its success to the encouragement of free competition among broadcasters, with Government regulation only when necessary.

Albert N. Williams, radio editor of The Saturday Review of Literature, declared that "the advice, intelligence and counsel of advertisers is more important to radio owners than is the audience".

X X X X X X X X X

EMERSON GETS ON PRESIDENTIAL PRICE-CUT BAND-WAGON

Although a price reduction had previously been made on one model, the Emerson Radio and Phonograph Corporation really went to town on the free publicity it got "in response to President Truman's appeal" by retail price reductions ranging from $3 to $20 on nine models previously listed above $30 a set.

Five table model radios, previously listed at from $32.95 to $36.95 were reduced to $29.95. Three combination radio and phonographs were reduced from $99.95 to $89.95, and another combination from $119.95 to $99.95.

Benjamin Abrams, President, said, "If manufacturers continue to be influenced entirely by bookkeeping arithmetic, prices will not come down and the spiral of wages will necessarily keep climbing upward. I agree with President Truman that now is the time to stop the senseless merry-go-round."

X X X X X X X X

"AMAZING NOT SO FEW BUT SO MANY FM SETS IN '47" - BONFIG

Denying that the radio manufacturing industry is falling down on the manufacture of FM sets or is selling FM short, H. C. Bonfig, Vice-President of the Zenith Radio Corporation, said to the FM Regional meeting at Albany Monday, April 14th:

"I have with me, gentlemen, the latest figures available on FM set production, together with an estimate of 1947 production made by RMA from a survey which has just been completed. It is less than one week since our RMA-FM liaison committee met in Washington and had a long and exhaustive discussion of the problems confronting FM manufacturers.

"The amazing factor is, not that so few FM sets will be built in 1947, but that there will be so many. RMA statistics reveal an estimate of FM production for 1947 at slightly more than 2½ million sets, which is nearly 15 times the number that were manufactured from V-J day, in the Summer of 1945, to and through the year 1946. Such an expansion, in the face of the many difficulties that have beset FM, is an outstanding industrial achievement. If, as many of us in the industry hope, the figure is exceeded, we will have performed an industrial miracle that has few parallels in peace time manufacturing."

Mr. Bonfig said he realized that FM broadcasters were disturbed because FM production had not come up to their expectations and that there had been so many stories about manufacturers deliberately holding back FM production. He then told of difficulties encountered.

Major Edwin H. Armstrong, inventor of FM, put on a demonstration showing the feasibility of operating an FM network without the use of telephone lines. A program was relayed solely by means of FM from a home in Yonkers, N.Y., via Major Armstrong's station at Alpine, N.J., to FM station WBCA in Schenectady (130 miles) and then to the meeting room of the FM Association in Albany, and was clearly heard there.

The speakers at the Albany meeting included:

George E. Sterling, Chief Engineer of the Federal Communications Commission; Roy Hofheinz, National President of the FMA; Elliott Sanger of Station WQXR in New York City; M. S. Novik, former Director of WNYN; John V. L. Hogan, President of Radio Inventions, Inc. and W. R. David of the General Electric Company, in addition to Mr. Bonfig; and Jack Gould, New York Times' Radio Editor.

X X X X X X X X X X X

RAIN MARS "T" DAY IN CAPITAL; ALSO TRUMAN'S TV DEBUT

"T" Day last Monday, April 14th, opening day of a week during which television receivers were placed on sale in Washington for the first time, got off to a bad start when rain caused a postponement until Friday, the 18th, of the opening of the baseball season when President Truman was to have been televised throwing out the first ball to the Washington Senators and the New York Yankees. This was to have been sponsored by the RCA Victor dealers over DuMont Television Station WTTG, but after a half-hour of televising preliminary activities to the game, it became apparent that the rain would not let up sufficiently to permit the game to go on and a feature film, "Swiss Family Robinson", was substituted as the opening program for "T"-Week. The 65 RCA Victor television dealers will sponsor the television broadcast of Friday's game between the Senators and the New York Yankees which will have the same pre-game ceremonies as were scheduled for opening day. Despite the rain, however, large numbers of Washingtonians turned out to have their first keep at television. Morris O'Harra, General Sales Manager of Southern Wholesalers, Inc., estimated that between 80,000 and 85,000 saw the first day's broadcast.

WTTG arranged for afternoon and evening programs to be broadcast daily throughout the remainder of the week, totaling approximately 30 hours of television broadcasts, a new record for this region. Washington newspapers were crowded with advertisements placed by the various television dealers.

X X X X X X X X

TWENTY-YEAR RADIO CLUB DINES; MARK WOODS PRESIDENT

The Twenty-Year Club of Radio really surprised itself by the proportions it had assumed at a dinner at the Harvard Club in New York last Friday. This group, organized on a shoe-string by Hans V. Kaltenborn, had its first meeting since it was founded in 1942.

Among the officers installed were: Honorary Presidents, Herbert Hoover, David Sarnoff, President of the Radio Corporation of America, and Lee De Forest, inventor; President, Mark Woods, President of the American Broadcasting Company; First Vice-President, Edgar Kobak, President, Mutual Broadcasting System; Second Vice-President, Frank Mullen, Executive Vice-President, National Broadcasting Company; Secretary, William Hedges, Vice-President in Charge of Research Development of the National Broadcasting Company, and Treasurer, Alfred H. Morton, President, National Concert and Artists Corporation.

X X X X X X X X X X

FCC GRANTS N.Y. CITY FM AND TV PERMITS; N.Y. NEWS WINS BOTH

Despite complaints of racial discrimination against the New York News made by the American Jewish Congress, the Federal Communications Commission announced in its Proposed Decision on Tuesday that both an FM and a television license would be granted the News.

The following new Class B FM applications are proposed to be granted:

WMCA, Inc., 10 KW, 650 ft. antenna; American Broadcasting Co., Inc., 6.5 KW, 760 ft. antenna; Unity Broadcasting Corp. of New York, 5 KW, 815 ft. antenna, subject to CAA approval of transmitter site and antenna structure; North Jersey Broadcasting Co., Inc., 8 KW, 710 ft. antenna, subject to CAA approval of transmitter site and antenna structure; News Syndicate Co., Inc., - 17 KW, 530 ft. antenna.

The following applications are proposed to be denied: WBNX Broadcasting Co., Inc.; Debs Memorial Radio Fund, Inc.; Frequency Broadcasting Corp; Bernard Fein; WLIB, Inc.; Peoples Radio Foundation, Inc.; Metropolitan Broadcasting Service; N.M.U. Broadcasting Co., Inc.; Amalgamated Broadcasting System, Inc.; North Jersey Radio, Inc.; Radio Projects, Inc.; and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

The Commission also announced a proposed decision looking toward the grant of the following 4 applications for new television stations in the New York-Northeastern New Jersey Metropolitan District:

Bamberger Broadcasting Service, Inc. (Channel No. 9); Bremer Broadcasting Corp. (Channel No. 13); American Broadcasting Co., Inc. (Channel No. 17); News Syndicate Co., Inc., Channel No.11).

The application of Debs Memorial Radio Fund, Inc., is proposed to be denied, and another applicant, WLIB, Inc. has withdrawn its application since the hearing in this proceeding.

X X X X X X X X

JAPS KEEN FOR NEW "ENGLISH CONVERSATION" RADIO PROGRAM

Popularity of the Japanese Broadcasting Corporation's radio course in "English Conversation" was evidenced by a reported 30,000 letters received from listeners since its inauguration last year. An estimated 2,000,000 regular listeners comprised people of all professions, students, hospital patients, and many other classes. School teachers of English are the keenest listeners. The broadcast teaches everyday expressions for practical use.

X X X X X X X X X X

WASHINGTON, D.C. DAYLIGHT SAVING BILL DELAYED

An unexpected maneuvre on the part of its opponents sent the District of Columbia Daylight Savings Bill back to the House District Committee last Monday, which means a delay of at least another week or two before it can again reach the floor.

The Senate passed the bill sometime ago but it was blocked in the House when Representative E. E. Cox (D), of Georgia, announced that he would oppose it on the point of order that the bill was reported by the House District Committee meeting without a majority - or 13 members of the 25-man committee.

X X X X X X X X

WIDER BAND FOR INDUSTRIAL, SCIENTIFIC, MEDICAL DEVICES USE

The Federal Communications Commission Monday announced adoption of a revised frequency service-allocation for the band 27.160-27.480 Mc. This allocation is effective immediately and provides for the continued operation of industrial, scientific and medical devices on the frequency 27.320 Mc. Whereas previously emissions from these devices were limited to the band 27.185-27.445 Mc.; the announcement made Monday permits such emissions to extend to the limits of the wider band, 27.160-27.480 Mc. This decision of the Commission to widen the band formerly available, stems essentially from testimony and argument presented at the hearing and oral argument last December.

An amateur order also released Monday, implements the slight shift of the former amateur band 27.185-27.455 Mc. to the new limits shown above of 27.160-27.430 Mc.

X X X X X X X X

RADIO HAS BECOME DEFINITE PART OF AMERICAN LIFE

Not only has radio proved its worth in war and in peace, but it has become a definite part of our American way of life, Representative Frank L. Chelf (D), of Kentucky, said at the dedication of WKYW in Louisville.

"Those of us who are privileged to live in a democracy should be everlastingly grateful for radio and the newspapers which are the unbridled champions of the constitutional amendment which guarantees to us our freedom of speech", Representative Chelf declared.

"My friends, there is not a child of school age who does not know and appreciate what radio actually means to the health, welfare, safety, happiness, prosperity, and economic and spiritual life of a given community, county, and State."

X X X X X X X X X

SIXTY NATIONS TO CONSIDER MARINE RADIO AIDS TO NAVIGATION

Demonstrations of the latest types of equipment and discussions of developments in the field of radio aids to marine navigation will be featured at an International Meeting on Marine Radio Aids to Navigation to be held in New York City and New London, Connecticut, beginning April 28, the State Department announces.

Invitations to attend the two week meeting have been extended to 60 nations. The aim of the meeting is to inform the delegates ofUnited States policy and to demonstrate recent United States developments in this field.

Actual tests, including the use of loran and radar, will be carried out at sea on vessels made available by the United States Maritime Commission, Coast Guard and Coast and Geodetic Survey. The meeting will inform the delegates regarding the adoption of new radio aids to navigation by this government and the availability, type and quality of marine radio aid equipments produced by United States manufacturers.

If conclusions are reached during the meeting pointing toward world standardization of marine radio aids, the conclusions will be recorded for future use when the nations meet to consider standardization of equipment in this field.

X X X X X X X X X

"THE HUCKSTERS" SOON TO COME TO LIFE IN MOVIE

"The Hucksters", the book about radio advertising by Frederic Wakeham, which caused such a rumpus last year, has now been made into a movie by Metro-Goldwyn-Mayer, which will soon be available to the public. Sydney Greenstreet will play the part of the fictional soap magnate, Evan Llewelyn Evans. His advertising man will be Clark Gable. Life currently (March 31) devotes three pages to a preview of "The Hucksters" in movie form.

Another radio feature in the same issue of Life is two pages telling how the voice of "Mrs. Hush" (Clara Bow, oldtime movie actress) was identified on the "Truth or Consequences Program" winning for three women $17,590 worth of prizes, including a new Ford, a trailer, washing machine, round-trip to New York with week-end at Waldorf, diamond watch and ring, radio phonograph and records, a week's vacation at Sun Valley, and a lot of other things.

X X X X X X X X X X

A new robot machine which its inventor, J. A. Sargrove asserts will produce radio receiving sets at the rate of one every twenty seconds, was introduced to a recent meeting of the British Institute of Radio Engineers. The sets emerge from the machine complete, says a Canadian press dispatch from London.

X X X X X X X X X X

SCISSORS AND PASTE

67 Broad
("International Review")

Standing on a half acre of ground at 67 Broad Street in New York's famous financial district, among many of the city's most imposing buildings, is the 35-story International Telephone Building - heart and nerve center of the world-wide International Telephone and Telegraph System and headquarters for I. T. & T. communications operating and equipment manufacturing companies located in more than forty countries. * * *

The American Cable & Radio Corporation, embracing The Commercial Cable Company, All America Cables and Radio, Inc., and the Mackay Radio and Telegraph Company, the telegraph operating affiliate of the I. T. & T. and the largest American international telegraph communications organization, has its offices and operating rooms in the headquarters building where they require nearly as much space as the parent Corporation. A. C. & R.'s direct radio circuits and its more than 45,000 miles of submarine cable circuits carry intelligence throughout the world and much of this traffic passes through the company's busy operating rooms in the 67 Broad Street building. * * *

Although the trans-Atlantic, trans-continental radio transmitting and receiving stations of Mackay Radio are located at Brentwood and Southampton, Long Island, they are controlled from the International Telephone Building and all incoming and outgoing messages are cleared through the Mackay offices here.* * *

A number of important experimental research projects in the ultra-high frequencies are being carried on by the Federal Telecommunications Laboratories at Nutley, N.J., from their location in the headquarters building and among the structure's distinguishing features are six parabolic antennas mounted on the roof for experimental use. Four of these shiny, saucer-like directional beacons are used in connection with the three-cornered 80-mile New York-to-New York Pulse Time Modulation Broadcasting link, with relay stations at Telegraph Hill and Nutley, New Jersey, and two additional antennas are used in a New York-to-Trenton, New Jersey, PTM link that represents an advanced stage of microwave research. A further mark of identification for the building is an eight-element square-loop antenna of Federal design which is used for FTL's multiplex broadcasting experiments.

- - - - - - - - - - -

Radio Helps Pull N.Y. Philharmonic Out Of Red
(Olin Downes in "New York Times")

There is the concrete fact that when Arthur Judson undertook the management of the Philharmonic-Symphony in 1922, it had deficits which for the next sixteen years ranged from $165,000 to $72,000 a year. Now, thanks to radio and record contracts, bequests

and similar resources, the Philharmonic-Symphony has been for some years in the black, with a small surplus at the end of the season. The surplus this season was $32,812.93.

- - - - - - - - - - -

O'Dwyer Surprises N.Y. By Doing A LaGuardia On The Radio
("Variety")

New York's City Hall and the town's station, WNYC, are in the running again as a radio personality proving ground - a position apparently abdicated a little over a year ago when Fiorello H. La Guardia bowed out. It took LaG.'s successor, Mayor William O'Dwyer, a year to hit the airwaves with any effect at all. But when he did, his impact was terrific. He proved himself a radio showman who knows just how to get the best out of the medium on the highest level of civic responsibility.

Occasion was a public hearing held by the city's Board of Estimate on the issue of raising the subway fare from a nickel to a dime. The Mayor invited anyone and everyone with a viewpoint to present, to step to the floor microphone and give out. * * *

When the first day's proceedings threatened to stretch beyond the station's 10 P.M. sign-off-time, Seymour N. Siegel, of WNYC telephoned the FCC and obtained special permission to stay on the air as late as necessary. Result was that, on first day, proceedings became a kilocycle goldfish bowl open from 10:30 A.M. to 11 P.M. The following day, with same procedure, the airtime was from 10:30 A.M. to 7:20 P.M. Finally, on Wednesday evening, O'Dwyer went on the air to render his decision to the people. WOR (Mutual) cancelled two commercials - Fulton Lewis, Jr., and "The Answer Man" - to carry the report, and all the other stations piped in, either carrying the Mayor live or playing him back later in the evening.

The last 20 minutes of the Tuesday night session climaxed not only the hearing but O'Dwyer's fast time, glib adlibbing, and rapid repartee, putting him down as an emcee with perfect pacing for that kind of stint. In the 20 minutes, at least 50 people were called to the floor mike. In rapid succession, they gave their names, addresses, told whom they represented, and stated whether they were for or against the 10¢ fare. Here was the kind of cross-section of New York's cosmopolitanism that only the radio could dramatize, and O'Dwyer's handling of this part of the proceedings made the march of voices truly exciting.

Every shade of voice was there, reflecting the city's multi-lingual, multi-national, multi-racial character. An Irish brogue was followed by the measured baritone of a Harlem representative, a dame whose broad vowels stamped her as very hoity-toity with a Vassar degree, a dialectician who was unconsciously a great comedian, and a lady from Staten Island who said she represented only herself and her brood of kids who couldn't afford to have the fare raised to 10 cents.

That New York listeners want that kind of radio was proved immediately. A half-hour after the station was off the air, Tuesday evening, the studio switchboard was still Christmasy with congratulatory calls. Altogether more than 2,000 letters and cards were received, upping the 1,200-mail pull garnered by the outlet when it started broadcasting the United Nations sessions last year. In addition, the Mayor and the other members of the Board drew a heavy mail-load. Definitely New York wants that kind of radio from its municipal station. X X X X X X X X X X

TRADE NOTES

The House last Wednesday (April 9) passed a bill (H.R. 2336) to amend Section 327 of the Communications Act so as to permit, subject to certain conditions, the use of Coast Guard radio stations for the reception and transmission of commercial messages.

Charles M. deForest, a founder of the American Provident Society, and a brother of Lee de Forest, the inventor, died last Saturday in St. Petersburg, Fla. From 1904 to 1913 he was associated with his brother, Lee, then engaged in his pioneer work in radio.

In honor of Mrs. Henry F. Grady, wife of the newly appointed United States Ambassador to India, Mrs. Miller, wife of Justin Miller, President of the National Association of Broadcasters, will entertain Thursday afternoon, April 17th, in her apartment at the Wardman Park Hotel in Washington.

Among Drew Pearson's predictions last Sunday night were that Paul Porter, former FCC head, will soon resign from Government service to enter law practice with former Assistant Attorney General Thurman Arnold, and that Representative Taber (R), of New York, Chairman of the House Appropriations Committee would slash funds of Assistant Secretary of State William Benton for international broadcasts to Russia and elsewhere.

The sunspot season arrived early Tuesday, April 15, knocking out international radio communications for a time, the National Bureau of Standards reported. The spots - solar tornadoes of electrons emitted from the sun - are about 30 per cent more numerous than normal, according to Dr. Alvin C. McNish of the Bureau.

Radio communications abroad began to fade about 10 A.M., but no local disruptions in either radio or telegraph were reported.

Galvin Manufacturing Corporation - Quarter to March 1: Net profit, $651,702, equal to 81 cents each on 800,000 common shares on net sales of $8,840,071. In corresponding quarter of previous year there was a net loss of $485,401 on sales of $3,252,976.

Television Station WABD- DuMont in New York City, has signed The Longines-Wittnauer Watch Company for a 52-week contract for video time spots. The spots, each of 60 second duration, will be aired 3 times each week.

Bendix Radio is now working two shifts each on its assembly lines producing FM radios in order to meet the pent-up demand of potential FM audiences, according to J. T. Dalton, General Sales Manager for Radio and Television.

L. John Denney has been elected Vice-President of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. Mr. Denny was with the I. T. & T. System since 1929, and was a member of the special staff of Col. Sosthenes Behn, I. T. & T. President, in Madrid during the Spanish Civil War.

Easter lilies and palms decorated the Shrine of the Sacred Heart Church for the marriage last week of Miss Elizabeth Berkeley, daughter of Kenneth H. Berkeley, General Manager of Station WMAL in Washington, D.C. and Mrs. Berkeley, and Ensign Charles De La Cour Bishop, United States Coast Guard, son of Charles H. Bishop of Chicago and the late Mrs. Bishop.

The Right Rev. Msgr. James A. Smyth officiated at the ceremony, and a wedding breakfast at the Shoreham followed. After a honeymoon in Bermuda, Mr. and Mrs. Bishop will live in Portsmouth, Va.

The bride was graduated from Georgetown Visitation Convent in Washington, and attended Georgian Court College in Lakewood, N.J. The bridegroom attended Loyola University, Chicago, and received his commission from the Coast Guard Academy in New London, Conn.

Stewart-Warner Corp. reported 1946 net earnings carried to surplus of $2,095,187, equal to $1.65 a common share, compared with net earnings of $1,634,202, equal to $1.28 a common share, in 1945.

Sylvania has announced the first in a new line of transmitting tubes, the 3D24. This tube is a four-electrode amplifier and oscillator with 45 watt anode dissipation. Potentialities of the 3D24 include amateur, police, mobile and marine radio.

The following advertisement is carried for an article in the magazine "47" now on the newsstands:

"Could You Stand 24 Straight Hours of Radio?
"Three '47 Authors Tune in on "The Big Noise"
Around the Clock

"What would 24 straight hours of radio listening do to you? You don't have to listen, you can read about it in the one-day diary of '47's Marion Sturges-Jones, Isabel Scott Rorick and Robert Fontaine, who use their hearing and their insight for you in three eight-hour shifts. "The Big Noise" turns an unprejudiced ear to everything from disc jockeys to soap operas."

An enterprising Washington, D. C. radio service man carries this advertisement in the local papers in which he doesn't even bother to give his name:

"If your Radio Is Out-of-Order
Just dial R-A-D-I-O-S on your Phone
Pickup and Delivery, Any Size - Any Make
Three Convenient Locations: 5422-3rd St., N.W.-5119 Georgia Ave., N.W.
2414-14th St., N.W."

By dialing "R-A-D-I-O-S" one discovers that the Washington serviceman's telephone number is RA-3467 (RA being the abbreviation of Randolph).

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
FRANK E. MULLEN

INDEX TO ISSUE OF APRIL 23, 1947.

Feared Washington Tall Radio Tower Opposition May Spread.....1

New AP Radio Charge Formula; Truman Televised At Luncheon.....3

N.Y. State High Court Awards Flamm $107,508 WMCA Interest.....4

Edgar Morris, Zenith Distributor, Is New C. of C. USA Director....5
International Coast Guard Radio-Navigation Conference.....5

Engineers Plan To Televise Motion Pictures To Theatres.....6
May Put Winchell Radio Libel Suit Up To Supreme Court.....6

U.S.-Canadian RMA Conference Opens At Seaside Resort.....7

Television Sales Reported Brisk In Washington "T" Week.....8

Washington Stations' Plans Vary For Daylight Time Sunday.....9

Fred Allen, Others, Reported Cut Off Of Air For Ribbing NBC.....10

New York Apartment House Owners Still Block TV Antenna.....11

Television Facilities Helps Philadelphia Get G.O.P. Convention...12
Now Claimed Error, Not Sabotage, Deflected U. S. Broadcasts.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1772

April 23,1947

FEARED WASHINGTON TALL RADIO TOWER OPPOSITION MAY SPREAD

Although local in character, the sharp dispute over placing television and radio towers in the residential sections of Washington, D. C. assumes much more importance because of the possibility that if restrictions are imposed in the Capital, it may be only a question of time until a similar curb is advocated for other parts of the country.

Both the National Broadcasting Company and the Bamberger Broadcasting Service of New York experienced considerable opposition in securing approval for television sites in the residential sections. The former tower is now being erected at Wardman Park just across from the Shoreham Hotel, and the latter about a half a mile north of the National Cathedral. Both are in the northwest section of the city.

However, the row had died down insofar as these towers were concerned when week before last (April 9), Representative Sid Simpson (R), of Illinois, introduced a bill which would prohibit the erection of any type of radio tower in any residential part of the District of Columbia. It would prohibit the putting up of towers in any other district to a height greater than any limit of the zoning laws if the radius of the height would (1) include any home, playground, recreational facility or school (2) tend to create a safety hazard, and (3) adversely affect the development of adjacent residential property, property values or the beauty of the Capital.

It was at a hearing of the House District Judiciary Subcommittee on the Simpson bill at the Capitol last week that the latest protests against radio towers were made. Another session is scheduled for today (Wednesday, April 23) on Capitol Hill.

The fear expressed by those favoring the towers is that if the Simpson bill should be passed, it might become a model for other cities throughout the country.

At the hearing on the Simpson bill last week, radio and television industry spokesmen explained that the towers have to be on high ground to serve Washington and if the bill were passed it would hold up television in the Capital.

Among those who protested location of the towers in residential areas were Leverett A. Meadows, President of the Manor Park Citizens Association; John H. Connaughton of the Petworth Citizens Association, William J. Bartle of the Federation of Citizens Associations and D. B. Guynn of the Friendship Citizens Association.

Also testifying were three persons who live near the television site of Bamberger at 40th and Brandywine Streets, N.W. They were Edward M. Brown, 4008 Chesapeake St., N.W.; Mrs. Josephine M.

Perna, 4000 Brandywine Street, N.W., and Mrs. Ida R. Rossi, 4000 Chesapeake St., N.W. They protested against the tower as a threat to safety of residents and as an air traffic hazard.

Opposing the bill were Don Petty, General Counsel for the National Association of Broadcasters, and Worthington C. Lent, Consulting Engineer and spokesman for the four television tower permit holders in Washington.

Mr. Petty said the bill would "delay seriously" development of television and FM radio broadcasting in the District.

Mr. Lent said builders of towers in residential areas make them doubly strong for safety.

Representative Joseph P. O'Hara (R), of Minnesota, Subcommittee Chairman, asked what would happen if a plane hit such a tower. Mr. Lent said he had never known it to happen.

What kind of accident was the main concern of the three persons who live near the Brandywine Street tower site.

Mr. Brown said the proposed tower was 135 feet from his kitchen door. He said it would take only one plane to hit the tower to "give us a lot of grief".

W. Curtis Plummer, Chief of FCC's Television Engineering Division, told the Committee that from "the technical point of view" height requirement for TV transmitters was essential. He explained that a video transmitter, to be most effective should be located in the densest popularion area. He indicated, that to move transmitters to the fringe of the city, as suggested by the citizen groups, would move many video sets into "shadow areas", since best reception is in "line of sight" from the transmitter.

Mr. Petty presented the following letter from the NAB:

"The proposed legislation will delay seriously the development of these broadcast services without any compensating benefit to the public.

"This bill would take away from the government of the District of Columbia discretion in determining the paramount interest of the public in relation to radio broadcast services.

"Under existing laws the public is fully protected. The FCC determines the location of towers and transmitters in the light of the public and technical requirements; the CAA in the light of safety requirements relating to the public in connection with air transportation; and the District Government in the light of good and safe city planning.

"It must be recognized that legislation passed by Congress is given wide publicity and is closely examined by State and local governments. It often serves as a pattern for legislation by those

governments. Today zoning is one of the principal subject matters being considered by State and local governments. Therefore, great care should be exercised to avoid setting an improper pattern.

"The pattern which would be established by the proposed legislation will be followed in areas throughout the country. And if it is, FM, Television and Facsimile will be greatly retarded in their growth and service to the public."

The 350-foot NBC television tower at Wardman Park is so located that if it fell to the South, it would crash down onto a row of apartment houses, and if to the north, onto the Wardman Park Hotel. If an airplane should hit this tower and explode, it was pointed out it could easily set either the apartment house or Wardman Park Hotel, or both, on fire.

What is expected to be the highest tower in the world will be erected by the Cowles Brothers, KRNT-FM station, at Des Moines, Iowa - 1,530 feet, which will be within a few feet as high as the Eiffel Tower in Paris (984 feet), with the Washington Monument (555 feet) piled on top of it.

Some of the other high radio towers which the FCC has authorized recently, or proposes to grant, are for the stations of the Unity Broadcasting Corporation (International Ladies Garment Workers Union), New York, 800 feet; American Broadcasting Company, New York, 760 feet; WMCA, New York, 650 feet; and Fort Industry Company, Detroit, Mich., 500 feet.

X X X X X X X X X X

NEW AP RADIO CHARGE FORMULA; TRUMAN TELEVISED AT LUNCHEON

The Board of Directors of the Associated Press at their annual meeting in New York City revealed that they were giving "continuous consideration to the various problems arising from use of Associated Press news for voice broadcasting."

It was announced that a radio assessment formula is being worked out after years of study in a highly technical field, and that the Board has approved the incorporation of the radio service, originally operated through a subsidiary, into the AP.

President Truman was televised Monday for audiences in both New York and Washington areas as he addressed the luncheon of The Associated Press in the Waldorf-Astoria Hotel.

The National Broadcasting Company, the Columbia Broadcasting System and the Allen B. DuMont Laboratories, which arranged a joint telecast, transmitted the program over stations in New York and in Washington.

X X X X X X X X

N.Y. STATE HIGH COURT AWARDS FLAMM $107,508 WMCA INTEREST

The New York State Court of Appeals at Albany, reversing the lower court ruled unanimously last Monday, April 21, that $107,508.33 in interest must be added to the $350,000 damages awarded Donald Flamm last June in his suit against Edward J. Noble for fraud and duress in connection with the alleged forced sale of Radio Station WMCA in 1941.

The interest is for the period between January 17, 1941, the date of the wrong, and the date of the award, according to the court.

The trial term denied Mr. Flamm's motion to add interest to the $350,000 verdict rendered in his favor after trial before a jury. The Appellate Division, by a vote of three to two, upheld the trial term, but granted Mr. Flamm permission to bring to the Court of Appeals the certified question as to whether interest in the amount stated should be added.

Chief Judge John T. Loughran, who wrote the high court opinion, said Mr. Flamm was entitled to the interest in question as a matter of law. The decision will be sent by the clerk of the Appeals Court to the special term, where it will be substituted for the original decision there.

The contract to sell Radio Station WMCA was signed December 2, 1940, and the transfer was made on January 17, 1941. Mr. Noble paid Mr. Flamm $850,000, as stipulated in the contract. The jury, in awarding Mr. Flamm $350,000 damages, found that the true value of the station was $1,200,000 at the time of transfer.

When Mr. Flamm's lawyers sought to obtain an abstract of the minutes in the lower court, they discovered that the clerk had not added interest to the minutes. The lawyers then made a motion that interest be added, which motion was denied by the trial term court.

Mr. Noble's lawyers argued that Mr. Flamm's original complaint did not contain a specific demand for interest; that he did not request that his right to interest be declared by the jury, and that he did not give notice of his motion for recovery of interest until after expiration of the term at which the case was tried.

"Nothing turns on any such omission", Judge Loughran wrote, "in cases where, under Section 480 of the Civil Practice Act, the addition of interest is a matter of right. On the analogy of that practice, the plaintiff, we think, should be held to be none the worse for his failure sooner to bring forward the issue that we now decide in his favor.

"The orders should be reversed, the question certified should be answered in the affirmative and the motion granted, with costs to the plaintiff in all courts."

XX X X X X X X X

EDGAR MORRIS, ZENITH DISTRIBUTOR, IS NEW C. OF C. USA DIRECTOR

Radio will be represented on the new Board of Directors of the Chamber of Commerce of the United States by Edgar Morris, Zenith distributor of Washington, D. C. Although the Third Regional District, which includes Virginia, West Virginia, North and South Carolina and the District of Columbia, had not been represented by anyone from Washington in the past ten years, Mr. Morris, as had been expected, won hands down.

Having just completed the successful direction of the Cherry Blossom Festival, Mr. Morris, who is the "Grover Whalen of Washington", was in the midst of preparations to receive President Miguel Aleman in the Capital next week, when informed of the new honor which had been accorded to him by the National Chamber of Commerce. As Chairman of the Welcoming Committee, Mr. Morris, along with President Truman, will greet President Aleman at the airport when the latter arrives from Mexico next Tuesday afternoon, April 29th.

Among those on the Committees appointed for this auspicious occasion are Carl J. Burkland, Merle S. Jones, Kenneth Berkeley and Carleton D. Smith, General Managers respectively of the Washington radio stations WTOP-CBS, WOL-MBS, WMAL-ABC, and WRC-NBC.

One of the Capital's outstanding successful business men, Edgar Morris has held virtually every office in the Washington Board of Trade, up to and including the presidency in 1936. Since that time he has been Chairman of the Greater National Capital Committee - one of the largest and most successful convention and tourist bureaus in the United States.

Mr. Morris has also served as a Director of the Southern Gas Association, President of the Kiwanis Club of Washington, a Trustee of American University, Chairman of the United States Jury Commission, a member of the Tax Advisory Committee for the District of Columbia and the Citizens' Efficiency Committee for the District of Columbia. He is currently Chairman of the Board of Public Welfare of the District of Columbia; he is likewise Vice-President of the Security Finance Corporation, a Director of the Mutual Fire Insurance Company, and a member of the Advisory Board of the American Security and Trust Company.

X X X X X X X X

INTERNATIONAL COAST GUARD RADIO-NAVIGATION CONFERENCE

The United States Coast Guard will participate in the International Meeting on Marine Radio Aids to Navigation to be held here and in New London, Conn., for two weeks, beginning next Monday. Delegates from fifty-seven maritime nations have been invited to the meeting.

X X X X X X X X

ENGINEERS PLAN TO TELEVISE MOTION PICTURES TO THEATRES

That the Society of Motion Picture Engineers will embark on a program to put television into the theatres within two years was reported in a dispatch from Chicago. Paul J. Larsen, of Washington, Chairman of the Television Committee, said:

"I feel that the industry has to become involved in theatre presentation of televised programs because for the first time television presents competition to the motion picture industry. We cannot afford to let such an industry grow without protecting ourselves and our investment. The Federal Communications Commission has already been asked for two frequencies for theatre television."

Under the proposed plan feature, pictures would be made and sent to central distributing broadcasting stations in all cities. From those stations, the picture would be televised by a directed beam to each individual theatre. Mr. Larsen said no private set would be able to pick up these programs because they would be directed beams using parabolic antennae.

X X X X X X X X X X

MAY PUT WINCHELL RADIO LIBEL SUIT UP TO SUPREME COURT

Having lost in the New York State Court of Appeals at Albany last Monday, April 21st, it is believed Walter Winchell, radio commentator, will now take his case to the United States Supreme Court.

Holding that a broadcast of defamatory remarks read from a script constitute libel, rather than slander, the Court of Appeals ruled unanimously that George W. Hartmann, former Columbia University professor and Chairman of the "Peace Now" movement, had a cause of action against Winchell.

Upholding the lower courts, the Court of Appeals, in a decision, answered affirmatively these questions:

"Does the utterance of defamatory remarks, read from a script into a radio microphone and broadcast, constitute publication of libel?

"Does the further amended complaint (in the case) state facts sufficient to constitute a cause of action?"

Mr. Hartmann, described in the court record as a Professor of Educational Psychology, asked $50,000 damages for alleged libel by Mr. Winchell in connection with broadcast remarks about the "Peace Now" movement. He said the broadcast prevented him from practicing his vocation and that he suffered "a $7,000 loss in earnings".

Mr. Hartmann was the Socialist candidate for Lieutenant-Governor in 1938 and that party's candidate for Mayor of New York City in 1941.

Judge Thomas D. Thacher, who wrote the prevailing opinion of the high court, said that the words of the broadcast were "defamatory", but that they did not defame Mr. Hartmann in his professional character and were not slanderous per se.

Lawyers for Mr. Winchell contended that the old rule of law, that a man was a libeller if he read a libel on another to himself and then read it out, did not apply to radio broadcasting because the persons who heard a broadcast did not know that the spoken words were being read from a writing.

Quoting from an earlier case that "what gives the sting to the writing is its permanence in form", Judge Thacher added:

"This thing is true whether or not the writing is seen. Visibility of the writing is without significance and we hold that the defendant's defamatory utterance was libel, not slander."

Judge Thacher said that the court did not reach the much-discussed question as to whether "broadcasting defamatory matter which has not been reduced to writing should be held to be libelous because of the potentially harmful and widespread effects of such defamation."

X X X X X X X X

U.S.-CANADIAN RMA CONFERENCE OPENS AT SEASIDE RESORT

Radio manufacturers of the United States and Canada will begin discussion of mutual problems and interests tomorrow (Thursday, April 24) as Directors of the Radio Manufacturers' Associations of the two countries open their fourth joint industry conference at Absecon, N.J.

The American manufacturers will be hosts to the Canadians at a two-day meeting which will be highlighted Thursday night at a reception by U. S. RMA President R. C. Cosgrove, of Cincinnati, and a dinner at the Seaview Country Club.

The Canadian RMA Board of Directors will meet tomorrow afternoon with S. L. Capell, of the Philco Corporation of Canada, Ltd., their president, presiding.

The U. S. RMA Board of Directors will meet Friday morning and the Canadians will be their guests. A luncheon will conclude the conference.

X X X X X X X X X

TELEVISION SALES REPORTED BRISK IN WASHINGTON "T" WEEK

High consumer interest in television was again demonstrated in Washington, D. C. as "T" (for television)-Week came to a close with many retailers reporting complete sell-out of their entire initial stock of RCA Victor receivers and an accumulation of orders, according to Irving Dalo, Sales Manager of the Radio and Television Department of Southern Wholesalers, Inc., local RCA Victor distributors.

Beginning with a heavy advertising campaign in the Sunday, April 13, newspapers and elaborate window displays by the 65 franchised RCA Victor outlets in Washington, the week was highlighted by numerous promotions. Almost all of the dealers had television receivers displayed in their windows with many in operation, attracting crowds running into the hundreds at individual locations during the afternoon broadcasts.

The RCA Victor television dealers joined to sponsor the telecast of the opening big league game on Monday, the 14th, between the Washington Senators and the New York Yankees over WTTE. When this game was rained out, a substitute film was used and the dealers sponsored the Friday game between the Senators and the New York Yankees. Many of the retailers used radio commercials announcing the campaign and all had demonstration sets in the stores.

The initial allotments to the franchised dealers allowed for each to have at least two television receivers for demonstration purposes plus a quantity for immediate sale. Despite the rain on the opening day, 25 percent of the receivers in stock were sold on that day, according to Dalo. By mid-week half of the receivers were sold.

Dealers' reactions to the new medium were enthusiastic. R. R. Waln, Manager of Woodward & Lothrop's Pentagon Building store in Arlington, Va., said, "I am completely sold on television and its sales possibilities. Undoubtedly improved programming will increase the sale of these instruments even more." Max Montague of Star Radio reported that his organization had sold out its initial stocks during "T"-Week and that a backlog of customers was already forming. Stanley Rosenzweig, of Sun Radio said hundreds had packed his store during broadcast time to see the instruments and that "from these early indications, it is easy to see that television is here to stay - and to give the radio business an additional lift."

Charles Hoge of Campbell's Music Shop reported customer reaction to be "very favorable to the quality of picture shown on the RCA Victor television receivers" and stressed the importance of continued daytime programs for the demonstrations of the instruments to prospects. One of the largest crowds gathered in front of the National Furniture Company's corner window which featured the baseball theme and highlighted a television receiver.

X X X X X X X X

WASHINGTON STATIONS' PLANS VARY FOR DAYLIGHT TIME SUNDAY

Washington broadcasting stations are again trying to make the best of a bad situation when the time of the National Capital will be out of step with that of many other cities.

CBS-WTOP will record on magnetic wire the network shows they normally carry and play them back at the time the listeners are most accustomed to hearing them. MBS-WOL will also record the majority of Mutual's offerings. Both stations will sandwich in the local shows at whatever time seems best.

WMAL will record all ABC network shows. WRC, the NBC affiliate, will not use recordings, but will present all network shows and some local shows an hour earlier than normal.

Even with the attempts made by some of the stations to give Washington the New York and Hollywood originated shows at the time they expect them, there will be some poor "opposite programming." The careful check which stations try to make against having similar shows on two stations at the same time goes up in smoke every Summer.

Daylight-saving time, which will become effective next Sunday A.M., will be somewhat less generally observed in other sections of the country than last year.

A virtually completed survey by the Commerce and Industry Association of New York, released yesterday, indicates that a number of communities in Florida, Louisiana, Ohio and West Virginia which advanced their clocks an hour through the Summer months last year will remain on standard time this year.

Otherwise, the report shows, the status of "Summer time" remains about the same as in 1946. Thirty States - most of them in the East, Middle West and Southwest - will remain on Standard Time, the survey indicates.

In New York, Daylight Time will remain in effect until September 28. The same period has been selected by most major cities in the State, as well as throughout Long Island and Westchester and in New Jersey and Connecticut.

Reviewing legislation that would enable whole States or communities within States or communities to make the time change, the survey found that such bills are pending in the California and Minnesota legislatures.

Legislation approved in Maryland authorizes the counties of Arundel, Baltimore, Montgomery and Prince George to push the clock ahead. In Rhode Island, where the time shift has been observed generally for many years, daylight-saving was made official by an act approved last April.

State-wide official observance is set for Massachusetts, New Hampshire and Rhode Island, with Maine going along on an unofficial basis.

In local-option States the number of larger communities so far reporting to the Association for observance of the change were: Delaware, four (including Wilmington); Illinois, fifteen (including Chicago); Maryland, two (Annapolis and Baltimore); Missouri, six (including St. Louis); Pennsylvania, twelve (including Philadelphia and Pittsburgh); Tennessee, three (Knoxville, year-round); Vermont, eight, and Virginia, one.

The Senate has passed a bill to give Washington, D. C. (District of Columbia) local option in the adoption of daylight time. The bill is expected to be brought before the House for approval next Monday, April 28th, a day after daylight-saving time goes into effect in other parts of the country. Hearings then have to be held before the Commissioners decide whether the District is to have daylight time or not.

X X X X X X X X

FRED ALLEN, OTHERS, REPORTED CUT OFF OF AIR FOR RIBBING NBC

Dispatches from New York and Hollywood this week told of alleged momentarily cutting off of Fred Allen, and later Bob Hope and Red Skelton, when their scripts poked fun at the National Broadcasting Company. The first instance was last Sunday night, April 20th, in New York City when the NBC said the program of Fred Allen was cut off the air "for about 25 seconds" because the radio comedian refused to make certain changes in his script.

Allen, according to the Associated Press, afterward assailed the broadcasting network for its action and said it was the result "of a new rule that says you can't kid radio on the air".

NBC explained the cut-off with the statement that "we asked that changes be made in the script. And the changes were not made. Therefore, the program was off the air for about 25 seconds at the beginning."

An AP follow-up from New York said the next day:

"The National Broadcasting Co. is going to be billed for the time Fred Allen was cut off the air in his Sunday night comedy program.

"A representative of J. Walter Thompson, advertising agency for Allen's sponsor, said today:

"'We buy and pay for half an hour's time from NBC for this program. And that's what we expect to get. Allen was cut off the air for about 35 seconds. So NBC is going to get a bill for the time we didn't get. And, oddly enough, on that Sunday night spot, it's a nice little chunk of dough.'

"Allen's script told of a "vice president in charge of program ends" who noted the time saved when programs ran overtime - such as Allen's program did the preceding Sunday.

"Allen went on to say - but the radio audience did not hear it - that 'when the vice president saves up enough seconds, minutes and hours to make two weeks, he uses the two weeks of our time for his vacation.'"

An A.P. dispatch from Hollywood today (Wednesday, April 23rd), read:

"Two top-flight radio comedians, Bob Hope and Red Skelton, were momentarily cut off the air by NBC tonight (April 22) when they attempted to comment on the case of Fred Allen, silenced briefly Sunday night when his script poked fun at the network.

"Hope was off the air for several seconds. Listeners said he referred to Las Vegas, Nev., noted for its wide-open gambling as 'the only place where you can get tanned and faded at the same time', and then remarked, 'Of course, Fred Allen. . .'

"It was here that his program was interrupted.

"Listeners said Skelton was shut off when he remarked something to the effect that 'Maybe we'll say something to offend NBC.' He was off about 10 seconds.

"A spokesman for NBC said the comedians were cut off because 'part of their scripts were objectionable to the network.'"

X X X X X X X X

NEW YORK APARTMENT HOUSE OWNERS STILL BLOCK TV ANTENNA

The Television Broadcasters' Association, Inc. last Friday released full details of its Interim Plan for television antenna installations, which had been submitted to the New York City Real Estate Board a month ago and which, it informally learned, had not won the approval of the Board.

The TBA Interim Plan was devised by a sub-committee as a temporary expedient until a master antenna system, capable of feeding all receivers in any apartment house, could be fully developed, tested and approved by the Television Broadcasters' Association.

The Television Broadcasters' Association had advised the realtors that the interim plan would permit thousands of New York families living in apartment houses to enjoy a television service until the master system could be installed.

It was pointed out that at least three companies were working on master antenna systems, but that they would not be ready for demonstration immediately.

The TBA Plan was held to be an excellent temporary expedient and realtors were urged to accept it. Under its terms, the landlord agrees to permit the installation of as many conventional dipoles as he feels can be properly erected on an apartment house building, without impairing the appearances of the building or creating radiation between antennas, which would adversely affect images being received by television set owners on the premises.

The TBA Plan, as submitted, requires a television set owner in an apartment house to permit other owners of receivers to attach lead-ins on one or more of the dipoles erected on the building, provided that images received on previously installed receivers attached to the same dipole were not degraded either visually or aurally.

X X X X X X X X X

TELEVISION FACILITIES HELPS PHILADELPHIA GET G.O.P. CONVENTION

In addition to a $200,000 certified check, one of the things which helped Philadelphia secure the Republican National Convention to be held during the week of June 20, 1948, was television facilities which Chicago, the next highest bidder, was not able to offer.

Philadelphians held forth the promise of television broadcasts to 13 Eastern Seaboard States with 163 electoral votes.

X X X X X X X X

NOW CLAIMED ERROR, NOT SABOTAGE, DEFLECTED U.S. BROADCASTS

A mistakenly set control switch -not sabotage - was responsible for beaming United States broadcasts intended for the Soviet Union to South America, an Army investigation indicated recently, according to a dispatch from Germany.

An informed source said that William Benton, Assistant Secretary of State, had been notified of investigation results in an official report. Mr. Benton charged ten days ago that the Russia-bound programs had been sabotaged by intentional reversal of the control switch at the powerful Munich relay station.

The Army investigation proved that German Communist engineers, once employed at the 100,000-watt transmitter, had been dismissed before the broadcasts had started. They have not been seen there since, the investigation showed.

X X X X X X X X

"Within 10 years, television will have created 4,500,000 new jobs." So predicted Dr. Paul Douglass, President of American University in Washington, D. C. in a luncheon speech recently before members of the Washington Soroptimist Club.

X X X X X X X X

SCISSORS AND PASTE

U.S. Reported Watching Zenith-RCA Patent Fight
("Syracuse Herald-American"

The Department of Justice revealed in Washington that it has assumed the role of "unofficial observer" in an epochal legal battle which has shaped up between Radio Corporation of America and Zenith Radio Corporation, headed by Com. Eugene F. McDonald, Jr.

The battle, regarded as one of the most far-reaching developments in radio history, has stemmed from a legal challenge by Zenith to force R.C.A. to throw open to the public domain a big segment of the vast radio patent holdings controlled by R.C.A. for 20 years.

Spokesmen for the Anti-Trust Division of the Department of Justice disclosed that the department is "closely watching" the suit, having once itself tried unsuccessfully to bring a case on the radio patents issue into court. One spokesman hinted that the department might even file a brief in the case.

The legal wrangle will enter a hearing phase soon in Federal District Court in Wilmington, Del., where Zenith filed its original challenge last Dec. 15, charging that 103 of R.C.A.'s big pool of patents do not apply any longer to Zenith's sets and asking a declaratory judgment that R.C.A.'s patents are invalid. * * * *

McDonald's legal army, it has been revealed, will include former U. S. Senator Burton K. Wheeler of Montana, widely known for his anti-trust position during his many years on Capitol Hill. Another Zenith lawyer in the case is Samuel E. Darby, who was once Assistant U. S. Attorney General.

Goes Mrs. Eugene Meyer One Better
("Variety")

The kick-radio-in-the-pants boys appear to be out in full force these days. Take, for example, Philip Wylie's column in last Saturday's (12) N.Y. Post, in which he took up the cudgels on behalf of his fellow hate-radio tribesmen with what was perhaps the most completely off-base blast of the year. Inspired by the recent crack of Mrs. Eugene Meyer, wife of the Washington publisher, who called American radio "vulgar", Wylie went her one better, with a categorical condemnation of the whole medium. Said Wylie: "Radio is as brash as a peanut vendor in a lecture hall; it's as cheap as a popcorn hawker at the opera; it's a beep at vespers and a burp in an anthem."

Perhaps of all the accusations tossed radio's way, this one of vulgarity which Wylie so vehemently supports, shapes up as the one with the least foundation. As a matter of fact, radio has been hemmed in by hidebound restrictions that have been dictated by plain common sense, even more so than films, newspapers and the stage. Radio's very accessibility to old and young, to the illiterate and unthinking, to the bigot and the prude, obviously has created a self-imposed censorship more restrictive than that imposed by a more selective clientele.

X X X X X X X X

Radio Will Yield More If You Mark Your Program Each Day
(Larry Wolters in "Chicago Tribune"

It's the open season again for griping and sniping at radio. One book after another rolls off the press calling radio, at the very least, a bore; at the worst, a complete failure. * * *

The charges are invariably the same: There are too many soap operas on the air, not enough discussion programs, too little good music. But do these critics really search out the better things in radio? * * *

Every person who expects to get the most out of radio ought to develop a listening technique. If you turn on the radio only when you can't think of anything else to do, you aren't likely to bump into such stimulating programs, for instance, as Information Please, the Telephone Hour's Great Artists series, Invitation to Learning, or Your Right to Say It.

Radio can be the theater, a concert hall, a ballroom, a popular university, or a church of your own choosing, if you know how to use it properly. To make the most of it you need to know what's on the air, on what station, and when. First thing any intelligent listener does is to take his newspaper, refer to the program guide, and check off the programs that sound interesting for that day.

This is one suggestion on a list prepared by Margaret Cuthbert, Director of Programs for women and children at NBC.

FCC SEEN FORGOTTEN IN PEABODY AWARDS
Jack Gould in "N.Y. Times")

The special award - to Mr. Crosby of The New York Herald Tribune - is one in which all may concur, particularly his fellow-colleagues in the critical circle. If anything, the accompanying citation was probably on the conservative side.

Since with Mr. Crosby's award the group has set the precedent of recognizing contributions to radio outside the realm of programs, it does seem strange that the Peabody Committee should have ignored perhaps the most important single contribution to radio in 1946. That was made by the Federal Communications Commission in bringing out into the open the whole question of balance in program fare and, more particularly, the responsibilities of the broadcaster, vis-a-vis the advertiser. The FCC would seem to rate just a wee citation.

Headline Written After Radio Check
("Editor and Publisher")

On the morning of April 7, the St. Petersburg Times left it to readers to write the banner on the telephone strike situation.

"Negotiations Still On at Press Time, So . . ." read the overline leading into:

PHONE STRIKE ON
PHONE STRIKE OFF

To the left of each line was a box for checking, with instructions: "Tune in WTSP This Morning, Then Check."

X X X X X X X X

TRADE NOTES

Taking in more territory, James Petrillo, President of the American Federation of Musicians, has banned recordings of the First International Festival of School Music in New York because the singers are not professional musicians.

Dr. Irvin Cooper, President of the Committee in charge of the festival, which will open Thursday, said that he has been notified the recordings cannot be made because it is a "commercial proposition."

When told of the report that Paul Porter, soon expected to return to private law practice specializing in radio, also intended to write a book, someone who knows him pretty well remarked, "A joke-book maybe!"

The Management of RCA Communications, Inc. announces "with regret" the temporary suspension of publication of its house organ "Relay".

"This action is necessitated by reasons of economy, and it is hoped that as and when conditions improve, publication may be resumed", the announcement concludes.

Admiral Corporation and Subsidiaries - March quarter: Net earnings, $511,461, equal to 57 cents a share, compared with $5,507 earned in 1946 period; sales, $9,852,132 against $4,670,813.

Frank T. Mansfield, Director of Sales Research for Sylvania Electric Products, Inc., New York City, has been appointed Chairman of the RMA Industry Statistics Committee succeeding the late Fred D. Williams of the Philco Corporation.

Tele-tone Radio Corporation, manufacturer of table model radios, has acquired a second plant at 540-550 West 58th Street, S.W. Gross, President stated in New York City over the week-end, Mr. Gross reporting that the company's sales for the first quarter were double those of the final three months of 1946.

John M. Otter, Sales Manager of the Radio Division, has been promoted to General Sales Manager of Philco Corporation. Mr. Otter has been a member of the Philco organization since 1926.

In 1937 he was appointed Manager of the Detroit office, and was then made General Manager of the Chicago branch of Philco Distributors, Inc. Two years later he was named Sales Manager for the Middle West.

Part I of the Federal Communications Commission's Rules entitled "Rules Relating to Organization and Practice and Procedure", is now available in printed form, and may be purchased from the Superintendent of Documents, Government Printing Office, at a cost of 30 cents per copy.

Ownership changes for both of Spartanburg's, North Carolina, radio stations are proposed in a deal involving more than $500,000, according to Walter J. Brown, Spartanburg radio executive. Mr. Brown said that former Secretary of State James F. Byrnes, is among stockholders in a new company which would become owner of one of the stations. Applications for transfers in ownership of stations WSPA and WORD are being filed with the Federal Communications Commission and approval of the requests is expected in early Summer.

Hugh Baillie, President and General Manager of The United Press, reported in New York Tuesday that the number of clients served by that news agency had reached a record total of 2,689 newspapers and radio stations. This figure, he said, excluded such special clients as magazines, radio commentators, steamships and executive offices.

Gregory Alexandresco Franzell, concert pianist, age 50, composer and musical director, who was also known professionally as Gregoire Alexandresco, died Tuesday in New York.

Entering the radio field, Mr. Franzell was musical director of the WMCA musical forum and for the first Dorsay perfume hour on WJZ. He had also been musical director for radio station WINS and soloist on the La Palina program on the Columbia System.

Televising virtually the complete schedule of major league baseball games to be played in Philadelphia this season, Philco television station WPTZ is ready to man its cameras, microphones and controls all seven days during weeks when both the Phillies and Athletics play home games.

The baseball television broadcasts are sponsored on alternate days by The Atlantic Refining Company, and by the Philadelphia division of Philco Distributors, Inc.

Recently, R. B. Hurley, Chief Engineer of Station WALA, Mobile, Alabama, wrote in to the RCA Tube Department at Harrison, N.J., to boast of an RCA 891-R Modulator Tube that had been in service for 22,464½ hours.

Not to be outdone, L. H. Nafzger, Chief Engineer of Station WBNS, Columbus, Ohio, snapped back in an indignant letter, saying:

"I read the obituary of an 891-R which was only in the prime of life, and referred to as 'Old Faithful'. Why, this tube didn't even have long pants on compared to our energetic youngster of 50,154 hours, still able to work 20 hours daily, seven days a week."

For the first time in the history of radio broadcasting, a penguin has broadcast coast-to-coast over WOL-Mutual as wire-recorded by WOL news reporter Macon Reed, Jr.

The penguins were brought back from the South Polar regions by Admiral Byrd on his recent expedition and turned over to the Washington zoo in Rock Creek Park

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
MAY 1 1947
NILES TRAMMELL

INDEX TO ISSUE OF APRIL 30, 1947

Wallace Radio Praise Hit; Other U.S. Programs Seem Doomed.....1

Hints TV May Prove World's Most Powerful Advertising Medium.....3

Free Communications For World Telecommunication Delegates.....4

Ormandy, Famous In Radio, To Make Film Debut.....5

Canadian-U.S. Industry Conference Proves Beneficial To Both.....6

RCA Surprises With 7½-by-10 Foot Theatre Screen Color TV.....7

A. R. Moore, Jr., CBS N.Y. Engineer, Dies.....8

New Bill Passed To Enable Wheeler To Aid Senate.....9
Woods For Free Radio Discussion Without Hidebound Policy.....9

John G. Paine's Last Advise Was "Never Mind The Critic".....10
Stations Almost Double But WTOP Increases Its Audience.....10

New WSB Writer To Base Program On Georgia Industries' Rise.....11
Wartime Amateur Restrictions Further Relieved.....11
Controlled Transmitters Use In Aircraft Stations Limited.....11

American Cable & Radio '46 Traffic Beat Peak War Years.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1773

April 30, 1947

WALLACE RADIO PRAISE HIT; OTHER U.S. PROGRAMS SEEM DOOMED

Things apparently don't look so good for the "Voice of America" which for sometime has been operated on international air waves in 25 languages by the State Department and more recently beamed at Russia in an effort to pierce the "Iron Curtain". Trouble has dogged the peacetime continuation of these broadcasts.

There was a particularly bad break for the "Voice" last week - one which threatens to kill the 31-million dollar foreign information appropriation about half of which is for broadcasting - when Representative John R. Taber (R), of New York, Chairman of the House Appropriations Committee disclosed that the subcommittee would report out the State Department appropriation bill for the next fiscal year without allowing any funds for the Department to continue its foreign broadcasts.

Shortly thereafter when Assistant Secretary of State William Benton, head of the Office of International Information and Cultural Affairs was making the fight of his life to save the overseas broadcasts, Senator Walter F. George (D), of Georgia, almost exploded on the Senate floor accusing the State Department of a laudatory broadcast to Europe about Henry Wallace at a time when Wallace "was seeking to divide at least the sympathies of the British and French people from our own people."

"I rise to ask whether the right hand of the State Department knows what its left hand is doing", Senator George said. "I submit that no more untimely broadcast could have been made."

The State Department later released the text of a broadcast it said was made in Germany, reviewing Russell Lord's book, "Wallaces of Iowa". The broadcast praised the Wallace family for its "eternal struggle" to improve the lot of the farmer.

Senator George said:

"I read from a letter from a personal friend, a man of the highest integrity and character. I read but one paragraph.

"'What do you think of Wallace now? It is interesting that this morning - the occasion, you might say, of the climax of his European tour - our Department of State broadcast for 15 minutes to Europe a laudatory account of Wallace, the occasion being a review of the recent book on The Three Wallaces.'

"I have asked the State Department for a confirmation of that statement, and I have waited for more than an hour and a half to receive a definite reply. I was advised that a broadcast was made, and that in the broadcast a reviewof the book The Three Wallaces was made to Europe on the morning ofApril 23, 1947.

"I rise to ask whether the right hand of our State Department knows what its left hand is doing. I submit that no more untimely broadcast could have been made by our State Department than the broadcast to which I have referred, at a time when Mr. Wallace, in Europe, was seeking to divide at least the sympathies of the British and the French people from our own people, and at a time when surely Mr. Wallace, who has held high office in this Government, should have known the natural, inevitable, and logical results of his voluntary acts.

"I am not critical of the book. I do not know much about the book. I am not critical of anyone who may have sent such a broadcast, except to suggest that the untimeliness of such a broadcast certainly should be obvious to any child 10 years of age."

"I am very much impressed by the statement of the able Senator from Georgia as to the contradictory actions on the part of the State Department", Senator Chapman Revercomb (R), of West Virginia interjected. "Can any Senator be at all surprised that this has happened, in view of the contradictory actions and the confused policy of the State Department recently revealed on the floor of the Senate in the discussion of the measure to provide aid to Greece and Turkey, which is now pending before the House of Representatives? We found that the State Department had come before a committee of the Senate at this very session asking for an appropriation to send a high-octane gasoline plant and other materials to Russia, and had then asked an appropriation to block certain action by Russia. So we are not very much surprised at the conduct of the State Department."

As to the possibility of our international broadcasts getting the axe, Congress has never specifically authorized the State Department to carry on this type of activity overseas.

Under the Congressional Reorganization Act, the Appropriations Committee cannot appropriate funds for anything not covered by legislation, if anyone raises a parliamentary point of order against it.

Representative Walt Horan (R), of Washington, a member of the subcommittee considering the State Department bill, raised a point of order, and nothing was left for the subcommittee to do but strike the provision out of the bill.

Meanwhile a bill sent to Capitol Hill by Undersecretary of State Dean Acheson to authorize continuance of the program to beam news of America to Moscow and other European points is bottled up in the House Foreign Affairs Committee.

Thus, as the situation now stands, the Appropriations Committee can't appropriate the money for the program until it is authorized, and the House Foreign Affairs Committee isn't moving to authorize it.

The action in the House killing the 31-million dollar appropriation for Secretary Benton's Office of International Information and Cultural Affairs will not be announced until May 2nd. In the meantime it has been reported that should this cut finally be made by the House, there will not be much enthusiasm in restoring it or possibly any part of it by the Senators, especially the Republicans.

X X X X X X X X X X

HINTS TV MAY PROVE WORLD'S MOST POWERFUL ADVERTISING MEDIUM

"Tests made with television audiences numbering only thousands instead of millions, are only primitive measures, I realize, but they do indicate that in television we are about to see the rise of what easily may be the most powerful advertising medium ever known", Eugene S. Thomas, President of the Advertising Club of New York, and Sales Manager of WOR, said when he addressed the Associated Motion Picture Advertisers in New York last week. Furthermore, Mr. Thomas declared that in three to five years from now, television well may carry the major advertising load of some companies.

As to what he believed might be expected from television advertising, the speaker got down to cases saying:

"Ray Nelson, agency president, reports this result from one of his programs. A Yale professor demonstrated a folding globe costing $1.00. His television demonstration drew 200 orders for the article. That was one order for every 25 television sets in the New York area at that time.

"If Jack Benny pulled such a high percentage, he would draw 160,000 dollar bills from the Greater New York Area alone, and so far as I know, neither he nor any other radio artist has ever done that by a single performance.

"The Loft Candy Company offered a free sample half-pound box of candy to viewers ofits television program. The number who requested it was 175, or one for every 28 television-equipped homes in the area. The sponsor considered that a very good response, but here's what impressed him most. The audience was asked to send their letters to an involved Long Island City address such as 38-17 18th Street, and every one of the 175 addressed Loft's correctly, thus proving the value of presenting your message to both the eye and ear simultaneously.

"B. T. Babbitt and its advertising agency, Duane Jones, have been offering premiums for box tops and cash through all media for years and closely measuring results. When they offered a costume pin in the television version of 'Ladies Be Seated' in exchange for a Bab-O label and 25 cents, more than 4% of the known television homes reached by that program sent in the label and coins. Robert Brenner, Babbitt advertising manager, said, 'This is a greater percentage of returns than we have ever received from a one-time shot in any other medium."

"You will be thinking that, of course, television can sell a delicious box of candy, an intriguing folding globe, a beautiful dress, or costume pin, but how effectively can it sell prosaic articles such as a bar of soap, or a razor blade?

"Listen to this: A razor blade manufacturer offered a sample blade free to the radio audience immediately following the broadcast of a college football game. He made the same offer preceding the popular John B. Gambling morning program. These two offers pulled the greatest response per dollar spent that this advertiser had ever experienced in all the years that he had been making the offer by radio or newspapers.

"Then, a similar offer was made in a television program. The response per thousand television homes was more than 10 times as great as was that previous record-breaking response.

"Television is not just a single new medium, it is a combination of at least two and sometimes four existing media.

X X X X X X X X X X

FREE COMMUNICATIONS FOR WORLD TELECOMMUNICATION DELEGATES

Sponsored by Senator Wallace White, Jr. (R), Chairman of the Interstate Commerce Committee, the Senate passed a joint resolution (S.J. Res. 102) to permit communications companies to accord free communications privileges to official participants in the world telecommunications conferences to be held in the United States in 1947.

Explaining the resolution, Senator White said:

"There are to be held in the United States this Summer three international communications conferences, which will, in the aggregate, be of tremendous importance not only to the United States, but to the communication facilities of the United States. The first one will open May 15, the second will open July 1, or thereabouts, and the final one on August 1, or thereabouts.

"It has long been the custom at these international conferences that there should be furnished free communication facilities for all those who are technically participants in the conferences. Senate Joint Resolution 102 does not require but would permit the communications companies, in accordance with precedent, to furnish the participants in the conferences free communication facilities. It will cost the United States nothing. It will be a great convenience to all the visiting delegates, and others who may come here from all over the world to attend the conferences. I very much hope the Senate will feel like passing the joint resolution at this time."

X X X X X X X X X X

ORMANDY, FAMOUS IN RADIO, TO MAKE FILM DEBUT

Eugene Ormandy, conductor of the Philadelphia Orchestra, and one of the first great conductors to come to national attention in this country via radio, will soon be seen in the films. The picture, which is being made by R.K.O., has as yet not been named but the first shots were taken in Carnegie Hall recently where Mr. Ormandy was shown, not with his own famous orchestra, but as guest conductor of the equally renowned New York Philharmonic with Artur Rubenstein, noted pianist, as soloist. The rest of the picture will be filmed in Hollywood the last ten days in May.

The story has to do with a returning war veteran composer who loses his eyesight and becomes discouraged. There is a musical competition in which the one who writes the best concerto, is to be rewarded by having it played in Carnegie Hall by the New York Philharmonic Orchestra with Ormandy conducting and Rubenstein at the piano. The war veteran writes the winning composition.

Mr. Ormandy, who at one time was Musical Director of the Columbia Broadcasting Syste, became known in the radio field for his expert timing. Earl Gammons, now Vice-President in Washington for CBS, who was General Manager of WCCO in Minneapolis, when Mr. Ormandy was conductor of the Minneapolis Symphony Orchestra, said that Ormandy was the most dependable man in radio with regard to timing and in every other respect.

Mr. Ormandy was one of the few child prodigies whose talent reached its fulfilment. He made his first appearance at 3½ years, was entered as the youngest pupil at the Royal State Academy of Music in Budapest at 5½ years, and graduated with a BA degree from the Academy at 14½, receiving a diploma for the art of violin playing two years later. While with the Minneapolis Symphony, in addition to his broadcasts, he attracted wide attention with his fine orchestral recordings. His big chance came when he was called upon to substitute unexpectedly for Toscanini for a series of guest appearances with the Philadelphia Orchestra. He later succeeded Stokowski as conductor and musical director of this great organization.

X X X X X X X X X X

Charles G. Lungren, who is working at the University of Miami with tennis coach Mercer Beasley in developing radio equipment to better impart tennis instruction, was granted a construction permit for an experimental portable station for testing such use. The permittee proposes that a student being coached wear a small receiver attached to the small of his back and diminutive earphones resembling those employed for hearing aids. The initial use of the portable equipment will be for one-way communication with players during games to prevent interruptions of play during instruction. Power output of 1 watt will be used on 27.44 megacycles.

X X X X X X X X X X

CANADIAN-U.S. INDUSTRY CONFERENCE PROVES BENEFICIAL TO BOTH

The fourth joint Canadian-U.S. two-day conference of the Radio Manufacturers' Associations of Canada and the United States at the Seaview Country Club, Absecon, N. J., last week brought about the exchange of much industry information.

The Canadian RMA revealed that it is preparing to launch a set sales promotion campaign based on the same theme as that of the U.S. RMA Radio-in-Every Room program.

The U. S. RMA Directors voted to underwrite a proposed experimental clinic for servicemen to be sponsored by the Radio Parts Industry Coordinating Committee and local distributors. An appropriation up to $2,250 was voted to launch the project in Philadelphia and probably also in a mid-western city. If successful, the clinic may be extended to other cities throughout the United States. Local expenses would be borne by local distributors in cooperation with the National Electronic Distributors' Association.

A suggested code of ethics for radio servicemen also is planned by this same committee to raise the standards of servicemen.

The U. S. RMA Board of Directors discussed a proposal to recommend industry-wide adoption of a uniform system of marking FM receiver dials - either by megacycles or channel numbers - but decided to refer the question to the June convention.

Chairman M. F. Balcom of the Tube Division reported that the shortage of receiving tubes, which slowed radio set production in 1946, has been overcome in the first quarter of 1947 and that sufficient tubes are now being produced to meet all domestic demands and also to provide a reasonable supply for export.

As Chairman of the Surplus Disposal Committee, Mr. Balcom stated that the government handling of surplus radio and electronic surplus continues unsatisfactory and that some manufacturer-agents have cancelled their new contracts. He said the War Assets Administration is embarking on a new program for disposal of electronic components and equipment at its depots. If this plan is carried through, he said, it will constitute "dumping" and may have unfortunate repercussions on the industry.

X X X X X X X X X X

Bill Bailey, Executive Director of the FM Association, declared in a broadcast last Saturday that 206 frequency modulation broadcasting stations are now on the air throughout the United States, compared with 66 last October 23.

"When you stop to consider that it took ordinary radio more than 25 years to reach 1,000 stations, while FM will have more than 1,000 stations on the air in two years, you can get an idea of the progress of FM", Mr. Bailey said.

X X X X X X X X X X

RCA SURPRISES WITH 7½-BY-10-FOOT THEATRE SCREEN COLOR TV

The Radio Corporation of America which for a time appeared to be cool towards color television, apparently pulled a rabbit out of the hat today (April 30) when television pictures in color on a 7½-by-10 foot screen were shown publicly for the first time.

Dr. V. K. Zworykin, RCA Vice President and Technical Consultant of the RCA Laboratories Division, who demonstrated the new system to illustrate his address on "All-Electronic Color Television" before the Franklin Institute in Philadelphia, said that the large-screen system employs the all-electronic simultaneous method of color television developed at RCA Laboratories, Princeton, N.J.

It was emphasized by Dr. Zworykin that, as remarkable as the advent of large-screen color television pictures appears at this time, color television must be regarded as still in the laboratory stage. Several years, he said, would be required for its development to equal the status of present black-and-white television.

In the electronic simultaneous color process, Dr. Zworykin explained, three separate images in red, green and blue are transmitted at the same instant over adjoining television channels of the same band-width used in standard television.

Then, at the all-electronic receiver which features a new type of receiver-projector, the three color signals are applied to kinescopes, or picture tubes, one with a red phosphor face, one blue and the other green. The flickerless pictures formed on the face of each kinescope are projected by an optical system to the auditorium or theater screen, where they are superimposed in perfect registration to form a single image blended in the same colors as the original.

Dr. Zworykin, who this month received the Potts Medal of The Franklin Institute for his outstanding contributions to television, pointed out that color television is passing through a series of development stages similar, in many respects, to those that black-and-white television passed through in its progression toward perfection. He said that a great step was made in the advance of television when RCA developed the simultaneous all-electronic color system, which eliminated all mechanical parts and rotating discs.

"This system is completely compatible with existing monochrome television and has other important advantages", he continued. "The transition from monochrome to simultaneous color television can be made at a time in the future when color television is ready, without obsolescence of the monochrome receiving and transmitting equipment. It can from that time be developed side-by-side with black-and-white television without fear of obsolescence of the latter and without loss of investment by the public, by manufacturers and by television broadcasters. The progress that has been made so far in color television - and it is not inconsiderable - has been due to the efforts of many men working in close cooperation."

Dr. Zworykin disclosed that the pick-up unit used in the demonstration incorporates the electronic "flying spot" which has been under development for nearly ten years. In this system, he explained, the flying spot of light is created on the screen of the kinescope by the electron scanning beam. The light from this spot is projected through color slides or films, scanning the entire surface of the scene or object, point by point. As the light beam, then tinted with color, emerges from the film or slide, it passes through a series of filters which separate respectively the red, green and blue portions of the color in the beam.

Each color then is reflected into photocells which change the light values into electrical signals for transmission to the receiver. The flying spot method, he added, assures perfect picture registration by permitting the transmission of the three color values of each picture element simultaneously.

Television of theater-screen size in life-like colors represents "a spectacular advance in the art of sight-and-sound broadcasting, and holds fascinating prospects for the future", declared E. W. Engstrom, Vice President in Charge of Research of the RCA Laboratories Division who cooperated with Dr. Zworykin in the press preview at The Franklin Institute.

"The purpose of this demonstration is to make known to the public the latest advance in RCA's program of all-electronic simultaneous color television development, first introduced in October, 1946", Mr. Engstrom said.

Revealing the next big step to be expected in the evolution of color television, Mr. Engstrom said that cameras and other necessary apparatus are being developed at the Laboratories, which will enable a demonstration of color television featuring outdoor scenes in motion. He hinted that autumn tints on the countryside would afford ideal views to test the delicate and sensitive vision of the all-electronic color camera eye.

In looking to the future, Mr. Engstrom said that it is the plan of Radio Corporation of America to perfect color television in such a manner that ultimately it will take its place alongside the RCA all-electronic black-and-white television system, which now is bringing news, entertainment, sports and events of national importance to observers in New York, Philadelphia, Schenectady and along the Atlantic Seaboard as far south as Washington, D. C.

X X X X X X X X X

A. R. MOORE, JR., CBS N.Y. ENGINEER DIES

Albert Read Moore, Jr., 33 years old, supervisory radio engineer for the Columbia Broadcasting System since 1937, died last week at Mount Vernon, N.Y.

Born in Portland, Me., he was graduated from Northeastern University in Boston with a B.S. in electrical engineering. Mr. Moore also studied at the Massachusetts Institute of Technology. He was author of various articles on radio engineering.

X X X X X X X X X

NEW BILL PASSED TO ENABLE WHEELER TO AID SENATE

Getting the W hite House and President Truman out of an embarrassing situation the Senate Monday, April 28th, approved a substitute bill for the one vetoed last week by the President to permit its War Investigating Committee to hire Ex-Senator Burton K. Wheeler, former Chairman of the Senate Interstate Commerce Committee and close personal friend of Mr. Truman.

The compromise, worked out by Senator Carl A.Hatch, (D), of New Mexico, and affirmed by the Committee, removes the technical objections to which Mr. Truman referred in withholding his approval.

The new measure contains a proviso that nothing in the resolution shall be construed as authorization for Wheeler, acting as special counsel to the committee, to institute suits on behalf of the Government. It was this provision to which the President objected in his veto message, although he approved a similar measure more than a year ago.

X X X X X X X X X X

WOODS FOR FREE RADIO DISCUSSION WITHOUT HIDEBOUND POLICY

Stressing the importance of free discussion on the air and the desirability of radio presenting as wide a range of viewpoints as possible, Mark Woods, President of the American Broadcasting Company, told the Southern Interscholastic Press Association convening on the Washington and Lee University campus at Lexington, Va. last Saturday, that radio and radio stations should perform this function without the establishment of any rigid editorial policy.

"I believe in free discussion on the air", Mr. Woods said. "I believe radio should continue to develop commentators whose stability and variety of viewpoints bring a wide range of editorial opinions to every station. They then speak for themselves, not their employer. I believe that a station or network should give time to recognized groups for the free presentation of individual viewpoints. I believe in forums, as "America's Town Meeting" where leaders face an uninhibited audience, to argue the merits of public issues.

"It is clearly in the public interest for the broadcaster to search out the dark and shadowy spots on his community and his nation and to throw the full light of publicity on them and to recommend corrective measures. I refer to issues such as public education, slum housing, public health, crime and the like. These are predominantly social issues; and the radio licensee who acts in good faith has both the privilege and the duty to broadcast facts and solutions concerning them.

"This may be editorializing, but if it is, it is editorializing of the right sort and the only kind to which radio should subscribe."

X X X X X X X X

JOHN G. PAINE'S LAST ADVICE WAS "NEVER MIND THE CRITIC"

Funeral services for the late John G. Paine, General Manager of the American Society of Composers, Authors and Publishers, who died suddenly last Wednesday night, April 23, in Detroit after delivering an address to the National Federation of Music Clubs, were held in New York last Saturday.

Among the honorary pall bearers were Deems Taylor, ASCAP President, Gene Buck, past President of the Society, Irving Caesar, Max Dreyfus, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, Gustave Schirmer and Herman Greenberg.

In the last speech he was ever to make Mr. Paine said to the Music Federation delegates:

"Our American Composers of serious music 'live in holy awe of the critics. The result is that many of our composers force themselves to write music which is in every respect different from anything that has ever been composed, for the purpose of confounding the critics. We must, somehow or other, let the composer know that we, the public, have little or no interest in the critic; we have interest in the creator. We want the creator to write about us, about our life, and about our nation; and we want him to write for us, and for our enjoyment and for our mutual benefaction. Never mind the critic."

X X X X X X X X X X

STATIONS ALMOST DOUBLE BUT WTOP INCREASES ITS AUDIENCE

Despite the fact that the number of radio stations in Washington, D. C., jumped from six to ten within a year, WTOP, Columbia-owned station in the capital, enjoyed a 9 per cent larger Hooper rating during an average quarter hour against nine competing stations than the station had twelve months earlier against only five competitors.

These figures are based on a comparison of the October-November Hooper Supplementary Reports for 1945 and 1946.

Six local, programs of different types sponsored on WTOP by local or national advertisers were picked for the comparison. All were heard when Washington had six radio stations; all still were on the air when ten stations competed for the same audience.

Against almost twice as much competition, five of the six WTOP organizations commanded bigger ratings.

X X X X X X X X X X

NEW WSB WRITER TO BASE PROGRAM ON GEORGIA INDUSTRIES' RISE

Elmo Israel Ellis has returned to Station WSB, Atlanta, after more than an absence of five years, to become Manager of the Script Department, John M. Outler, Jr., General Manager of WSB, announced last week.

Mr. Ellis is undertaking the development of two new Summer programs for WSB. One will be a thirteen-week series based on the rise of new industries in Georgia, tentatively named "Forward Georgia". He is also planning a "Summer Prevue" series of variety shows.

Mr. Ellis left WSB to enter the armed forces in 1942 and rose through the ranks to become a Captain in the AAF. In his last military assignment, Ellis was Radio Chief for the Air Technical Service Command, Wright Field, Ohio. There he directed the activities of fourteen radio production units throughout the United States.

For the past fourteen months, Ellis has been in New York, writing and directing for "We The People".

X X X X X X X X

WARTIME AMATEUR RESTRICTIONS FURTHER RELIEVED

The Federal Communications Commission has cancelled the 500 watt power limitation on the frequency band 3500 to 4000 kilocycles for those amateur stations lying within the Territory of Hawaii and within all United States possessions lying west of the Territory of Hawaii to 170° west longitude, and releases frequencies from 146.5 to 148 megacycles for use by amateur stations located within 50 miles of Washington, D. C., Seattle, Washington, and Honolulu, T. H.

Cancellation of the 500 watt power limitation automatically brings into effect the 1000 watt power limitation set forth in Section 12.131 of the Commission's Rules Governing Amateur Radio Service.

This Order, removing restrictions no longer required by the U.S. military services, makes the entire amateur band from 144 to 148 megacycles available to amateur stations in the United States, and all of its territories and possessions.

X X X X X X X X

CONTROLLED TRANSMITTERS USE IN AIRCRAFT STATIONS LIMITED

The Federal Communications Commission has had numerous inquiries concerning the suitability of surplus military transmitting equipment for utilization in aircraft radio stations. A large proportion of such inquiries were with regard to the equipment which was used widely in the military service and has been readily available

used widely in the military service and has been readily available through surplus outlets. It is believed that this particular transmitter has been mentioned more frequently than others because of the fact that it is obviously one of the best of the non-crystal-controlled transmitters, in terms of engineering design, for application to civil airborne requirements. Numerous reports, as well as tests by various agencies, have indicated that some question exists as to whether or not this equipment is capable of meeting both practical and regulatory requirements as to its technical operation. Because of this question, the Commission has investigated this particular piece of equipment, and the results of this investigation indicate that the equipment is not capable of meeting the Commission's requirements with regard to the stability of the emitted frequency under all normal operating conditions.

The Commission will continue to permit the operation of this transmitter on long distance overseas flights under the specific conditions expressed above, but only until suitable equipment which will meet the Commission's requirements ig eenerally available

X X X X X X X X X X

AMERICAN CABLE & RADIO '46 TRAFFIC BEAT PEAK WAR YEARS

During 1946 the American Cable & Radio System handled a record volume of traffic which exceeded even the previous peak war years of 1944 and 1945. Because, however, of two major rate reductions, greatly increased labor costs and a decline in non-transmission revenues, operations for the year 1946 showed a consolidated loss of $1,099,798, before special tax credit, as against a consolidated net income of $1,615,894, after deducting a provision for United States Federal income taxes in the amount of $800,000 for the year 1945.

Warren Lee Pierson, President, reports the ACR System has continued to add to its radio facilities at Lima, Peru, and during 1946 and new circuits were established between Lima and Holland, Norway, Portugal, Sweden and Switzerland. Radiotelegraph and radiotelephone service was inaugurated in the Virgin Islands and the San Francisco-Manila, San Francisco-Nanking, New York-Rome, Lima-Rome and New York-Vienna prewar radiotelegraph circuits have been reopened.

The Federal Communications Commission has ordered a general investigation into the rates of the United States carriers engaged in international telegraph operations, in connection with which hearings began in Washington on April 14th, and adds, "The management of the ACR System will cooperate in these proceedings in the hope that they may result in general increases in rates to compensatory levels."

X X X X X X X X X X

SCISSORS AND PASTE

Coin Operated Radios Play 2 Hours For 25 Cents
("Radio Age")

The new coin operated radio for use in hotel and hospital rooms, taverns, tourist camps and Summer resorts is atwo-band receiver, employing six tubes and a 5-inch permanent magnet speaker. It is equipped with a built-in loop antenna, and an additional 75-foot baseboard antenna is furnished for use when required.

Simple operating instructions are presented on the easy to read coin plate, and a full-vision eye-line dial permits easy location of desired stations. A small chrome frame is mounted on the top of the cabinet to hold a card showing frequencies of local stations and networks. To start the set, the patron has only to insert a coin and tune in the station he wants.

The set which is made by RCA is wired for either continuous or intermittent playing, at the option of the coin machine operator. It permits two hours of radio reception for 25 cents, and up to four quarters may be inserted at one time, providing for a total of eight hours' playing time. If wired for intermittent performance, this time could be used up in intervals of any length.

Loss of the instrument through theft is minimized by unique styling which makes it virtually impossible to enclose the set in any standard luggage or steamer trunks.

- - - - - - - - - - -

GE's Meter For Registering Radio Listeners' Opinions
("Variety")

General Electric's new opinion meter, a gadget that doesn't just record a "Yes" or "No" verdict, but reflects the degree of pro-and-con feeling in any crowd on a given subject, was recently given a two-week introductory workout at WSM, Nashville.

Designed to measure composite opinion of any group numbering up to 120 individuals in less than 10 seconds, the GE opinion Meter operates almost automatically. Persons being checked are given hand-sized device to hold, same being connected with the meter, and each person is asked to register the intensity of his reaction to various subjects by pressing on the thingumabob. The meter picks up the collective intensity of feeling, computes same electrically for an overall average, and the figure of that average is indicated by the jump of a hand to the corresponding number on a clocklike dial.

Sponsors Buying Strike Against Towering Talent Costs
(R. W. Stewart in "New York Times")

The current temper of economy-minded sponsors might be gauged by the declination of P. Lorillard & Co. to renew the option of Frank Sinatra. Through Lennen & Mitchell, its agency, the company tersely announced that its action was entirely a "cold business proposition" due to an "unsatisfactory program rating for the price we were paying for the show."

Presumably on the same grounds, Bob Burns is being discontinued after his May 25 show, while Eddie Bracken and Frank Morgan recently made their farewell broadcasts, at least temporarily. In addition, the future of Kate Smith's nighttime offering is uncertain at this time.

Yet, although the sponsors are manifesting a resolute buyers' strike against towering talent costs, they are still willing to bid and pay for any performer who can accelerate a program's listenership.

Thought as to whether this policy of economy will be extended to top network shows brings out the fact that the cost of sponsoring them has in many cases advanced from 50 to more than 100 per cent during the past four years. This is revealed in a comparison of weekly talent costs published by Variety. Here are some of the raises:

Dinah Shore, from $1,700 to $13,500; Duffy's Tavern, $4,200 to $12,500; Bing Crosby, $9,000-$10,000- to $25,000; Burns and Allen, $6,500 to $15,000; Truth or Consequences, $3,000 to $10,000; Ginny Simms, $4,500 to $11,000; Amos 'n' Andy, $8,000 to $17,000, and Fibber McGee and Molly, $8,500 to $16,000.

- - - - - - - - - - -

Benton Boosts Gave Radio Soap Jingle, Fred Allen

(John Fisher, "Chicago Tribune")

William Benton, the canned music czar, today described to Congress his qualifications for the job of Assistant State Secretary in charge of spreading education and culture throughout the world, including Russia.

Benton, former advertising agency partner of former OPA Administrator Chester Bowles, told proudly of originating a soapsuds radio jingle, of being the only man who made any money out of PM, a New York publication, and of planning to sell copies of the Encyclopaedia Britannica, in which he is financially interested, in other nations.

Asked by Representative Chenoweth (R), of Colorado, about his personal interests, Benton asserted his advertising agency was the largest customer of the big broadcasting chains. The Fred Allen program is one of his creations, he said.

He also owns a 1 per cent interest in the Chicago Times, a small interest in the Honolulu Advertiser, and has sold most of his interest in Time, Inc., Benton said.

But his specialty is selling "soothing music" to bars and restaurants in 100 cities - Chenoweth commented that he never heard it, not having frequented such places. Benton's music several months ago was piped into some government offices in attempts to produce more work.

Benton said he not only controls Muzak corporation, the canned music company, but has a company manufacturing transcriptions, one making phonograph records, another publishing music, runs a music rental library of 5,000 tunes, had a half interest in a New York frequency modulation station. "But got tired of paying losses on it, and after five years I gave it away." He also has two subscription radio companies which he's trying to give away, he said. Such companies sell listeners radio programs which have no advertising.

X X X X X X X X

TRADE NOTES

Proposed revisions of the Underwriters' Laboratories' standards for radio receivers already have proved beneficial to radio set manufacturers and some have indicated a savings in the cost of receiver production due to the revisions, a progress report of an RMA Engineering Committee indicated this week.

Discussing columnists before the annual meeting of the American Society of Newspaper Editors, Josephus Daniels of the Raleigh News & Observer and former Secretary of the Navy, said:

"I think we have become too dependent upon columnists just as radio has upon commentators. It is true that they have come into being from necessity, but I truly believe that if editors would write editorials as vigorously as columnists think they are God almighty, there wouldn't be nearly so many."

George Perrin Adair, former Chief Engineer of the Federal Communications Commission will open offices as head of the George P. Adair Company, Consulting Radio and Communication Engineers at 1833 M Street, N.W., in Washington, D. C. on May 1st.

The first regularly scheduled financial news program on television is being sponsored by Bache & Company over Station WABD-DuMont, in New York. The initial program was broadcast last week.

Moore's Stores, of Columbus, Ohio, operating a chain of 83 automotive accessory stores in Ohio and Indiana, have announced cancellation of all radio advertising and the addition of $250,000 to their budget for increased newspaper advertising during the year.

The chain in the past has used radio heavily, including 10 15-minute programs, daily over WHKC, Columbus, according to William S. Moore, who announced the change in advertising policy.

National Union Radio Corporation - for 1946: Carry-back tax credit of $193,329 reduced operating loss of $515,742 to $322,413, which compared with net loss of $26,468 for 1946 after giving effect to $1,185,679 tax carry-back credit.

"The number of radio crime mysteries is on the increase", said James V. Bennett of the Department of Justice in Cleveland last week, averring that 46 crimes and mystery programs were on the radio at present.

Howard Barton, promotional head of Station WTAM and one of the panel speakers, challenged Mr. Bennett's assertion that during the critical listening hours from 7 to 9 P.M., 21.9 per cent of the time was taken by crime programs.

"A very recent check made by us showed 1,610 programs broadcast by Cleveland's four radio stations", Mr. Barton said, "Of these only 51. or approximately 3 per cent, were crimes and mysteries."

X X X X X X X X

The International Ladies Garment Workers' Union announced last week the signing of a contract totalling a quarter of a million dollars with the Radio Corporation of America for the delivery of frequency modulation (FM) broadcast transmitters and associated studio equipment for six proposed FM stations to be erected by Unity Broadcasting Corporations.

The equipment includes five FM transmitters of 10,000 watts, and one of one-thousand watts, as well as the necessary studio control and audio equipment for each station.

The proposed stations, according to Mr. Umhey, will be located in Chattanooga, St. Louis, Los Angeles, New York, Boston and Philadelphia.

Compania Radiografica Internacional de Costa Rica, an affiliate of the Tropical Radio Telegraph Co., has obtained from Raytheon Manufacturing Co. the first microwave radio communications equipment to be installed in Central America. The microwave circuit is being established between the city of San Jose and Las Pavas.

President Truman is expected to sign Washington's daylight saving time bill just passed by the House and Senate into law today (Wednesday, April 30). His signature will not start daylight saving time for it will be only the signal for the District Commissioners to order public hearings on the proposed time change.

The Commissioners, who will have the final say on resetting the city's clocks, trimmed from 10 to 7 days their estimate of the time they will need to start the public hearings, which will be open to residents of Washington and nearby Maryland and Virginia. By what they say, the Commissioners will decide whether to start daylight time this Summer.

Also it will determine whether other nearby cities in Maryland and Virginia will have daylight time.

James C. Petrillo, head of the American Federation of Labor Musicians Union, yesterday (Tuesday) barred musicians who earn more than $75 a week from adding to their earnings in movie studios. His order limited free lance musicians to $133 a week. Men earning that much in recording or its sidelines in the studio were barred from any more musical work in the same week.

Henry Cassidy, one of the Paris correspondents of the National Broadcasting Company, reported that Russian authorities have agreed to re-examine their ban on American news broadcasts from Moscow, as a result of the coverage of the Moscow conference by American networks. The NBC said resident reporters of three American broadcasting companies have applied directly to Foreign Minister Molotov for permission to resume their work.

The Columbia Broadcasting System and the American Broadcasting Company said they had no word from their correspondents about the possible review of any Russian ban.

A "Grin and Bear It" cartoon recently showed a bank employee, who had been arrested being put in a patrol wagon and had one of the bank officials looking on saying: "We knew Bascomb had fine clothes, cars, a yacht - but we naturally supposed he was winning them on radio programs!"

X X X X X X X X X X

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

RECEIVED
MAY 8 1947
MILES TRAMMELL

INDEX TO ISSUE OF MAY 5, 1947

Marshall, Radio Leaders, Try To Save Overseas Broadcasts.....1

McDonald To Introduce Models When Ready; Not Once A Year.....3

Washington Gets First RCA "Mass Production" TV Transmitter.....4

FCC Praised For Clearing Back-Log Jam On Time (As Promised).....5
Microwave Radio Terminal Tested At The Pentagon.....5

"Radio Doing Good Job",Justin Miller;"Could Do Better",Jack Gould.6

Transcontinental Coaxial Nearly Across; Brings TV Closer.....7
Sylvania Tube And Receiving Set Sales Show Large Gains.....7

Trammell Disapproves Cutting Off Fred Allen.....8

RCA Quarterly Net Leaps 48%; Notable TV Progress Reported.....9

Swezey, MBS General Manager, Socks Soap Opera Critics.....:.....10
Detrola Reports Net Profit And Bond Sales.....10

New Bill Is Offered On U.S. "Voice Of America" Broadcasts.....11
All Set For World Telecommunications Conference Next Week.....11

Federal Radio To Increase FM, Television Set Production.....12
A.P. London-N.Y. Radio-Teletype Now Operates 14 Hours Daily.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1774

May 7, 1947

MARSHALL, RADIO LEADERS, TRY TO SAVE OVERSEAS BROADCASTS

Despite eleventh hour pleas of Secretary of State Marshall and a group of leaders from the radio industry headed by Brig. Gen. David Sarnoff, who declared the program too vast to be undertaken by private enterprise, the House Appropriations Committee last Monday refused to appropriate funds for the State Department's "Voice of America" broadcasts now being beamed to Russia and 66 other countries in 25 languages.

It was reported that hard boiled head budget executioner Chairman John Taber (R), of New York of the House of Appropriations Committee might later agree to an appropriation of $10,000,000 for the international broadcasts if a fight is made for it on the floor of the House or Senate. In that case, however, it was said Congress would write the rules and regulations governing the programs rather than the State Department or William Benton, Assistant Secretary of State now in charge of the offerings.

General Marshall personally intervened in behalf of the program at a conference held in the State Department Monday afternoon by Congressional leaders and radio executives. The $31,381,220 budget item for the program, operated by the Office of International Information and Cultural Affairs, of which the broadcasts were a part, was struck out of the State Department's appropriation bill Monday.

Following the conference the radio industry executives issued the following statement:

"We regard the maintenance and development of international broadcasting as a matter of vital importance to the United States. Private industry cannot finance international broadcasting on the scale required.

"Thus, if international broadcasting is to be made on the scale required by the national interests, the funds for this purpose must be provided by the Government.

"Continued appropriations to the Department of State should be made until such time as the Congress considers and formulates long-term plans. We urge such Congressional consideration at an early date."

Those who signed this statement were Brig. Gen. David Sarnoff, President of the Radio Corporation of America; Niles Trammell, President of the National Broadcasting Company; Philid Reed, Chairman of the General Electric Company; Walter Evans, President of Westinghouse Electric Corporation; Wesley I. Dumm, President of the Associated Broadcasting System; Walter S. Lemmon, President of the World W ide Broadcasting Foundation, and E. J. Boos, Vice-President of the Crosley Radio Corporation.

Mr. Lemmon was reported to have held out hopes that eventually the extent of Government underwriting of the program could be reduced as private interests developed new techniques for raising revenue for it.

General Sarnoff and Mr. Trammell disagreed with this view, however. They said the $31,381,220 requested was inadequate and that the cost was likely to increase to meet future needs.

Secretary Marshall opened the conference called at the State Department Monday by showing the Congressional leaders how Moscow newspapers and radio broadcast had distorted his position during the recently concluded foreign ministers' conference. This country, he told the Congressmen, must have a wave to get the truth into Soviet-dominated countries.

Lieut. Gen. W. Bedell Smith, U. S. Ambassador to Russia, who returned to this country last Saturday, said many Russians had told him privately that they were impressed by "The Voice of America" programs.

Ambassador Smith estimated that the Russians would have 7,500,000 short wave radio sets in operation by 1950. Because of crowded living conditions, he said, those sets would reach a far greater audience than the same number could reach in the United States.

"They (Assistant Secretary Benton and others) haven't answered any of my questions", Representative Taber told reporters. "Are we going to have one end of the State Department running in one direction and the other in another, as witness the broadcast to Russia glorifying Henry Wallace on April 25?"

Mr. Taber referred to the review of the book, "The Wallaces of Iowa", which the State Department has said was broadcast only in the German language and which of the book.

"Are we going to have a bloc of people in this set-up whose first loyalty is not to this country", continued Representative Taber.

Supporters of the continuation of the "Voice of America" will try to have the House restore the cut.

There appears to be little chance of success, however, since technically there has been no legislation authorizing the program, and thus the appropriation can be struck out on a parliamentary point of order. The House Rules Committee could, as it did last year, eliminate such points of order but it is not expected to do so.

The Senate can, however, restore the cuts, and if the bill contains an appropriation for the overseas broadcasts when it comes out of conference the bill will not then be subject to the parliamentary point of order.

McDONALD TO INTRODUCE MODELS WHEN READY; NOT ONCE A YEAR

E. F. McDonald, Jr., of Zenith, this week came out with a new policy of not presenting an annual line of new sets, as is now customary in the radio manufacturing industry, but of introducing models whenever they are perfected without waiting for any particular season.

"It will be our policy from this time on to introduce new models as they come from the laboratory and are properly field tested", Commander McDonald has advised Zenith dealers which he says now number 22,000. "Contrary to our past policy, and contrary to what has become an expensive custom in the industry, we will not point to any specific month in the year to announce new models. Instead, we will do so throughout the year as our new developments become ready or as the general situation may dictate."

Expressing the hope that the entire radio manufacturing industry will adopt this new policy, Mr. McDonald, addressing his dealers, continued:

"For many years the radio business was as seasonal as the snow shovel trade, but it has grown into a major year-around industry. Now that radio has grown up and there are no longer annual New York and Chicago radio shows, we believe that we would be most unfair to our franchised dealers if we brought out a complete new line of models once each year and thereby obsoleted every Zenith that a dealer had in stock.

"This obsolescence by a new annual line of models also creates ill-will for dealers among the customers to whom they have sold radios in the preceding two or three months. These customers invariably feel that they should have been told, when making their purchase, that new models were coming out. Not only does an annual new line build ill-will for dealers, it also jeopardizes time payments.

"By this new system, we will obsolete only one model at a time, not an entire line, and no dealer can get hurt on the obsolescence of one model. Zenith will place its dealers in the position of never having a 'dated line' on their floors, but always up-to-the-minute merchandise. You, perhaps even better than we, realize the importance of not obsoleting your inventory, jeopardizing your time payments, and creating customer ill-will. You who are old timers in the radio industry well know that from its inception in 1920 to the present date, so much money has been lost in obsolescence and liquidation that over 700 radio manufacturers have passed out of business.

"So that we would not be fooling ourselves on an accumulated back-log of orders, we asked our distributors to cancel every order they had with us on January 1st of this year. Since then they have placed with us, from month to month, brand new orders covering the first six months of 1947. * * * We just have completed a tabulation of our unfilled orders which run through the month of June,

and despite a steady increase in production and our record-making deliveries, at this writing we have on hand unfilled orders in excess of twenty-four million dollars."

Commander McDonald also had a word to say with regard to price cutting:

"I believe in reducing prices where reductions can be made, and I grant you that there were some makes of radios that were well over-priced, but as I also told you in my last letter to you in 1946, Zenith lost over two and one-half million dollars in operations in its first six months of its fiscal year, starting May 1st of last year. This was because OPA would not grant us our increased costs, and because we refused to reduce quality or remove the new innovations which we had introduced. It wasn't until October that Zenith started going into the black.

"Therefore, our prices, obviously, cannot be reduced at the present time and our hope is that we will not have to raise them."

X X X X X X X X

WASHINGTON GETS FIRST RCA "MASS PRODUCTION" TV TRANSMITTER

Station WNBW, NBC's television station now being built in Washington, D. C., is the recipient of RCA's first postwar television transmitter. Television transmitters of this 5-kilowatt type are now being produced in quantity by RCA-Victor, W. W. Watts, Vice-President in charge of the RCA Engineering Products Department, has revealed, and will be shipped at the rate of several a month.

The new transmitter is said to be the first one to be produced that provides for satisfactory operation on all of the 12 television channels allocated to commercial metropolitan television by the Federal Communications Commission. The new transmitter was specially designed to operate with a radically new high frequency power tube.

Both picture and sound units of the transmitter are incorporated in one unit measuring 17 feet by 3 feet by 7 feet. Unit construction makes it possible to dismantle the transmitter into eight small units for easy transportation to high structures.

"This new transmitter represents a long step toward establishing television broadcasting on the national scale long awaited by the industry's leaders", Mr. Watts said. "Now that we are geared for quantity production of these transmitters and all other elements necessary for a complete television broadcasting system, it should not be long before stations will be opening at the rate of two a month, ultimately bringing the benefits of visual entertainment, information, and education to a large part of the nation."

X X X X X X X X X

FCC PRAISED FOR CLEARING BACK-LOG JAM ON TIME (AS PROMISED)

Even its sharpest critics will have to admit that the Federal Communications Commission delivered the goods in meeting the May 1 deadline by which time it undertook to clear up an unprecedented mass of business which had accumulated and gummed up the normal functions of the Commission.

For weeks and months everyone at the Commission has had to put his shoulder to the wheel and towards the end it became a night and day grind. That the FCC had successfully put it over came in the following modest little announcement:

"The Commission is pleased to report that, as a result of the splendid cooperation which it received from applicants and their engineers who participated in the channel studies and the unstinting efforts of its own staff, the temporary expediting procedure which expired May 1 has accomplished its purpose. It enabled the Commission either to grant or designate for hearing every Line 2 application filed prior to February 7 - some 250 in number."

Briefly, before the three months' "freeze" was undertaken, the Line 2 processing cases (involved types) were moving at the rate of only 5 a month. The tempo expediting procedure was invoked for the prime purpose of moving Line 2. Though it brought more applications, all were disposed of by May 1 - about 250.

While Line 1 (non-involved cases) were incidental, the speed up also took care of 200 out of 300, leaving only about 100 Line 1 cases pending, and these are mostly those of the 11-th hour rush before the deadline.

X X X X X X X X

MICROWAVE RADIO TERMINAL TESTED AT THE PENTAGON

Microwave radio relay circuits are being tested by the Signal Corps for communications between the War Department offices in the Pentagon and Headquarters Army Ground Forces, at Fort Monroe, Virginia.

An olive-drab structure topped by two large circular "dishes" recently erected on the Pentagon is the antenna system for the terminal apparatus installed in the message center at the Pentagon. The "dishes" are reflectors for the radio waves which emanate from small antennas in front of the "dishes" at a frequency of nearly 5,000,000,000 cycles per second.

The station at the Pentagon sends its signals in a narrow beam to similar equipment located west of Alexandria. There the signals are relayed through another piece of equipment and directed across the Potomac River to a station near Pomfret, Maryland. Six relay stations in all are placed at selected locations along the route, with the other terminal on the grounds of historic Fort Monroe.

X X X X X X X X

"RADIO DOING GOOD JOB", JUSTIN MILLER; "COULD DO BETTER", JACK GOULD

That was approximately the sum total of a exchange on the program "Opinion Please" over the Columbia Broadcasting System between Justin Miller, President of the National Association of Broadcasters and Jack Gould, Radio Editor of the New York Times. The topic was "Is Radio Doing A Good Job?"

Judge Miller, of course, went all out in defense of radio. He endorsed it almost without qualification, which, of course, was to be expected. Jack Gould, on the other hand and as anyone who reads his Sunday column in the Times knows, was much more critical. Being one of the most independent radio editors in the country, he didn't pull any punches.

Judge Miller summed up by saying:

"Of course, radio isn't perfect. But is anything human perfect? Even the weather, which God makes for us, doesn't suit everyone, all the time. Even our preachers, and our teachers, and our Congressmen and our editors, even members of our own families disappoint us occasionally.* * * And radio will always be responsive to public desire. An engineer told me the other day that of all the great electronic developments affecting broadcasting which have emerged from our laboratoreis, none was more important than the radio receiver in your own home. It possesses, as the engineer pointed out, a dial by which listeners can select the programs, they desire; a knob by which they can reject all that radio has to offer.

"Believe me, as long as receivers are so designed, the American system of broadcasting will bring to the people what the people want."

Mr. Gould said that the question is: "Is American radio doing as good a job as it might reasonably be expected to?" The answer, he said, must be largely in the negative. Referring to daytime serials, 'cops and robbers' shows, and so-called 'horror' programs as the three most controversial types of programs, Mr. Gould admitted that they have a place in radio, but said the question was how big a place. "In catering to the majority taste as represented by these types of programs", said Mr. Gould, "radio has tended to overlook very substantial minority tastes."

If radio is to appeal also to the minority tastes as it should, said the radio editor, several needs in programming seem obvious. "These", he said, "would include drama of real originality to offset the flood of tepid Hollywood revivals. Also a wider diversity of opinions among commentators and a wider discussion of national and local issues. More contemporary music from young serious composers. A more adult wit in many comedy shows. A few more popular singers who believe in singing and not mooing. And, last though not least, advertising messages with information instead of emotion."

X X X X X X X X

TRANSCONTINENTAL COAXIAL NEARLY ACROSS; BRINGS TV CLOSER

With nearly two-thirds of the transcontinental coaxial cable ready in the ground, the Long Lines of the American Telephone and Telegraph Company are nearing their goal to span the country with a voice highway which will greatly augment facilities for long distance telephone service and which may also be used for television when suitably equipped.

The 850-mile section of the transcontinental cable between Atlanta and Dallas was opened for regular commercial use on March 5. This is the longest stretch of coaxial telephone cable ever placed in service.

The Baltimore-Washington link, which is expected to be available for telephone service next September, is designed to supplement facilities along the New York-Washington route where television broadcasts are already being carried. While there is already a coaxial cable along the Baltimore-Washington route, the eight tubes in the new cable, according to Long Lines magazine, are twice the number in the present cable.

Other cable projects are gradually developing that will give coaxial contact between principal cities throughout the nation. Buffalo and Cleveland will be linked by coaxial this month. Construction across the Alleghenies will provide coaxial and no doubt television channels later between Philadelphia and Pittsburgh, Cleveland and Chicago in 1948. In the same year, other cables along the Atlantic seaboard will extend coaxial service from New York to Miami.

For crossing the Mississippi and certain other streams and rivers special submarine cable was used. This type of cable was also used in low-lying areas subject to flood. Long sections of the cable are already in the ground - some actually in service - along the route from Washington to Atlanta and also across Texas. Between El Paso and Los Angeles, cable trains are now at work in another section of the coast-to-coast speech and future television highway.

X X X X X X X X X X

SYLVANIA TUBE AND RECEIVING SET SALES SHOW LARGE GAINS

The report of Sylvania Electric Products, Inc. for the quarter ending March 31, 1947, showed consolidated net income of $805,342 compared with a loss of $422,264 in the corresponding period of 1946. The earnings for the first quarter, after deducting dividends on the $4 cumulative preferred stock, were equal to 70 cents per share on the 1,006,550 shares of common stock outstanding.

Consolidated net sales for the first quarter amounted to $23,536,779, an increase of 83 per cent over the $12,834,131 volume for the first three months of 1946.

Don G. Mitchell, President, said that first quarter sales of all major products of the company show large gains over pre-war figures. Sales of radio receiving tubes were up 260 per cent over the first quarter 1941, the last pre-war comparable figure, and radio receiving sets were up 330 per cent.

The stockholders formally approved the recommendation of the management for an increase in the authorized common stock from 1,200,000 shares to 1,500,000 shares. Mr. Mitchell stated that the company has no immediate plans for issuance of any part of the newly authorized common stock or any part of the presently authorized but unissued shares. The stockholders were asked to approve the action, he said, so that the company would be in a position to arrange financing when and as general conditions warrant such a course.

X X X X X X X X

TRAMMELL DISAPPROVES CUTTING OFF FRED ALLEN

Niles Trammell, President of the National Broadcasting Company, admitted yesterday(May 6) that Fred Allen should never have been taken off the air for 25 seconds in a recent broadcast because he made some wisecracks about an NBC Vice-President, according to a U.P. report.

Mr. Trammell, at a meeting of Radio Corporation of America stockholders, read a letter NBC sent to 915 persons who had written to protest its action in cracking down on the radio comedian.

"When Fred Allen", the letter read, "in accordance with his usual practice, submitted his script for approval, it contained some derogatory but humorous references to an imaginary NBC Vice-President which could have been permitted to remain in the script and which he should have been permitted to broadcast.

"The mistake was in making an issue with Allen over this particular reference. We regret the incident very much but since it represents a single mistake, we trust you will agree with us that no harm has been caused to anyone and that lessons are learned from mistakes."

Enclosed in each letter was an NBC annual review which, the company said, "contains, among other things, two very nice pictures of Fred Allen, whom we regard as one of our outstanding comedians."

X X X X X X X X X X

When Mayor O'Dwyer proclaimed "Mother's Day Week, May 11" in New York, the proclamation was issued in the presence of a delegation that included Mrs. David Sarnoff, wife of the President of the Radio Corporation of America, Mrs. Nicholas M. Schenck, and Mrs. Frank A. Vanderlip.

X X X X X X X X X

RCA QUARTERLY NET LEAPS 48%; NOTABLE TV PROGRESS REPORTED

Net profit, after taxes, of the Radio Corporation of America for the first quarter of 1 947 was $4,680,065, representing an increase of $1,519,841, or 48 per cent, over the same period in 1946, Brig. Gen. David Sarnoff, President of RCA, told stockholders Tuesday, May 6th in New York. Profit for the first quarter of 1947 - before Federal Income Taxes - amounted to $7,919,065.

Earnings per common share for the first quarter of this year amounted to 28 cents, as compared with 17 cents per common share for the first quarter in 1946.

Consolidated gross income of RCA during the first quarter of 1947 amounted to $76,560,096, compared with $48,972,924 for the same period last year. This represents an increase of $27,587,172, or 56 per cent over the 1946 figure.

Stating that RCA is now in production on television transmitters for which there are substantial orders and that the NBC television station in Washington, D. C. is about completed and is expected to go on the air within a few weeks, General Sarnoff declared:

"Television was an important factor in the selection of Philadelphia as asite for the Republican National Convention in 1948. That city is on the coaxial cable line that links New York and Washington into a television network. The convention will be within view of a large audience along the Atlantic seaboard from south of Washington to north of Albany. Television, therefore, with its audience increasing daily, will play a new role in the 1948 national political campaign.

"We demonstrated all-electronic color television on a 15 x 20-inch screen of home size on October 30, 1946. An important further step was taken by RCA Laboratories last week when it successfully demonstrated its color television system on a 7½ x 10-foot theater screen at The Franklin Institute in Philadelphia. This was the first showing of color television pictures of this size, and as a result a new field is open for television entertainment in theater and motion picture houses."

Plans for the mechanization of facilities of RCA Communications, Inc., have been partially completed, it was disclosed, and conversion from manual to printer operation is being made on the important radio circuits between New York and London, Paris, Rome, Berne and Stockholm. RCA trans-pacific circuits, operated from San Francisco, are on a printer basis. Substantial improvements have been made in RCA stations in the West Indies. The recent opening of a new radio-telegraph circuit to Greece gives RCA Communications direct circuits to 61 countries outside of the United States.

X X X X X X X X X X

SWEZEY, MBS GENERAL MANAGER, SOCKS SOAP OPERA CRITICS

Commercial radio is getting more criticism than it deserves, soap operas or no soap operas, Robert D. Swezey, General Manager of Mutual Broadcasting System, told the Washington, D.C. Advertising Club Tuesday, May 6th.

"Soap operas and mystery and horror stories are to be found in magazines with circulations running into millions", he said. "It's what the people like and want. Radio must cater to the popular taste, even as the movies and magazines must."

It is the radio industry's duty, he asserted, not to ignore criticism or be annoyed by it or hand out alibis but to analyze it and come up with a good rebuttal. But the speaker did not attempt to conceal his annoyance with people who blame all of radio for the shortcomings of one or a few programs or stations.

Mr. Swezey, who was an RFC aide in early New Deal days, said this country has a few good newspapers, for that matter. Also more "trashy" magazines than good ones, ditto for movies.

"Of all these media, radio is the youngest", he said. "Its audience is entitled, in large measure, to listen to what it wants to listen to."

He denied that advertisers or advertising agencies dominate networks and stations, and pointed out that radio has "risen to the heights" in giving service to the public in time of emergency. He claimed that in recent years, it has made more progress than any of the other media of entertainment and education.

X X X X X X X X

DETROLA REPORTS NET PROFIT AND BOND SALES

Consolidated net sales of International Detrola Corporation for the five months ended March 31 were $30,050,108.53, and net profit after tax provision was $1,204,324.70, equal to 99 cents per share.

The Company, which has manufacturing divisions in the refrigeration, steel, radio, etc. fields, in its entire fiscal year of 1946 had total sales of $40,810,028.22 and a net of $1,012,123.92, or 84 cents per share.

C. Russell Feldmann, President of the Corporation, said that Detrola has issued and sold $5,000,000.00 of 3-1/2 per cent fifteen-year debentures to The Equitable Life Assurance Society of the United States. Proceeds will be used to retire existing bank loans and for additional working capital in the Company's larger operations, Mr. Feldmann said.

X X X X X X X X X X X

NEW BILL IS OFFERED ON U.S. "VOICE OF AMERICA" BROADCASTS

(See earlier story in this issue)

The urgent plea of Secretary of State Marshall and a group from the radio industry headed by Brig. Gen. David Sarnoff, of the Radio Corporation of America, for continuation of the "Voice of America" program behind Russia's iron curtain brought a swift response Tuesday, May 6th from the House Foreign Affairs Committee.

Representative Karl Mundt (R), of South Dakota, introduced a comprehensive bill giving the State Department legislative authority to set up and maintain a foreign information service. The measure would also provide for the interchange of students, books, educational and commercial information.

Chairman Charles Eaton (R), of New Jersey, of the House Foreign Affairs Committee, who favors the program, has promised that hearings on the measure will be held as soon as possible, Mundt said.

The fledgling program of overseas broadcasts in 25 languages to 67 countries was threatened with sudden death when the House Appropriations Committee cut out all funds for its support.

Chief point raised by the appropriations group is that there was no legislation to authorize the State Department to carry on its informational activites.

The Mundt measure is planned to meet this objection.

X X X X X X X X X X

ALL SET FOR WORLD TELECOMMUNICATIONS CONFERENCE NEXT WEEK

Arrangements have now been completed for the World Telecommunications Conferences which will be held at Atlantic City commencing May 15.

The first of the conferences will deal with radio administration to be followed by the plenipotentiary telecommunications conference and the short wave discussions.

The meetings have been arranged by the State Department in cooperation with the International Telecommunications Union. The ITU has a membership of some eighty countries which are party to the agreement adopted in Madrid in 1932, now in force. The Union had its last general session in Cairo in 1938.

Charles R. Denny, Chairman of the Federal Communications Commission, will head the U. S. delegation at Atlantic City for the International Radio Conference.

Assistant Secretary of State Garrison Norton will be Chairman of the International Plenipotentiary Telecommunication Conference, and Assistant Secretary of State William Benton was chosen to head the High Frequency Broadcasting Conference.

X X X X X X X X X X

FEDERAL RADIO TO INCREASE FM, TELEVISION SET PRODUCTION

The Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation in the United States, which last year sold a limited number of broadcast receiving sets in the United States and the Western Hemisphere, proposes to increase its production this year by a number of additional models including FM, television, radio and phonograph combination sets. A large part of these will be assigned for export to their associated companies in the Western Hemisphere and other countries of the world, Sosthenes Behn, President of I. T. & T. reports.

"While still in an early stage, we believe we have advanced further than our competitors in the sale and installation of FM broadcasting transmitters and are today in the front line of the suppliers of this equipment, for which there is an increasing demand", Mr. Behn states.

"We are intensifying our production and sale of mobile radio and have already sold a large number of installations in the United States, including transmitters, receivers and the mobile units for police and other municipal services. We have also shipped mobile radio equipment for installation in Europe and are now carrying on surveys preparatory to the installation and supply of such equipment in many countries in the Western Hemisphere, in Europe and other parts of the world. We expect to offer at an early date, new installations which will be available to the general public for service connected with municipal and suburban networks in areas in which such installations are made."

X X X X X X X X

A.P. LONDON-N.Y. RADIO-TELETYPE NOW OPERATES 14 HOURS DAILY

Reporting that the operating expenses of the Associated Press had exceeded $18,000,000 in 1946, Kent Cooper, Executive Director, last week gave details of the first direct bureau-to-bureau radio-teletype service ever utilized by a press association, which the Associated Press started last year between London and New York. The circuit is "punched" in the usual way in the London bureau and the signal is received in the New York bureau on standard printers without manual "relays". The service operates 14 hours daily at the uniform 60-word speed, making it possible to tie the European bureaus to the domestic "landline" circuits when news conditions warrant. No "cue" channel is employed, the radio circuit operating in a westbound direction only. This service is both an alternate and a complement to the New York-London two-way cable facility.

A similar circuit operates between the San Francisco bureau and Honolulu, this facility having been established experimentally two months in advance of the London to New York radio channel.

X X X X X X X X X

SCISSORS AND PASTE

"Boy, Does He Work At It!" - Reinsch Re Truman's Broadcasts
(Tom Twitty in "Washington Post")

"President Truman's conscientious effort to improve his radio personality is paying off, in the opinion of the White House correspondents.

"When Mr. Truman took over his office Leonard Reinsch, General Manager of the Cox radio stations, was directed by his boss, former Ohio Gov. James M. Cox, now newspaper and radio chain owner, to devote as much time as necessary to helping Mr. Truman win more friends (and perhaps influence more voters) via radio.

"When he is not in Washington for the five or six days preceding every major presidential speech, Mr. Reinsch devotes his time to managing the three Cox radio stations in Atlanta, Miami and Dayton

"Radio Coach Reinsch gives all the credit for Mr. Truman's radio improvement to the President himself. 'Boy, does he work at it!"

"The most important change has been to slow down delivery. Next is the use of pause for dramatic emphasis. Third has been a building up of the voice level from the flat Missouri monotone.

"Contributing to all these improvements, from the racing speech of the early days of Mr. Truman's administration, has been the gradual acquisition of presidential microphone-platform ease.

"Mr. Reinsch asserts his only part in the conversion of President Truman to a good radio speaker is that of minor critic and radio editor. As a presidential speech nears its final draft, he changes a few word combinations that may be pitfalls. One of the worst of these is a series of words with 'S's' whom are likely to make the speaker sound like a cobra.

"President Truman, himself, is the major critic, however. He often reads a speech aloud as many as six times. On the 'final' draft he will speak into a wire recorder and make further changes to improve the product that he will soon deliver to millions of Americans.

"During Mr. Truman's two years in the White House, Mr. Reinsch has succeeded in reducing the number of microphones at public presidential addresses to five; two for the networks and local stations, two for the movie cameras, and one for the local public address system. He has even succeeded in getting rid of the station, network and newsreel trade names from the microphones that are used.

"Here is how a typical presidential speech is put together. Clark Clifford, special counsel for the President, gathers the economic factual material. Mr. Truman meets with his White House staff with a skeleton outline of the speech prepared. A first draft is prepared, with some written out passages direct from the President.

"Mr. Truman goes over the first draft fitting the facts to his own delivery style. By about the fourth draft copies are circularized among various Government Cabinet departments concerned for a factual check and suggestions.

"Charles G. Ross, White House press secretary, works directly with the President on rewriting the various drafts. Other

members of the White House staff - Mr. Clifford, John R. Steelman and others receive copies and criticize.

"Mr. Reinsch edits strictly for radio purposes at the final stages. Six drafts are prepared in all."

- - - - - - - - - - - -

A Brick for the FCC
("Chicago Tribune")

When a New York scandal sheet, called Town Topics, abused the freedom of the press and was exposed in a blackmail scheme to sell its stock on threat of injurious publicity to prospects, it was shortly forced to fold up. A good many newspapers and magazines which have been neglectful of their responsibilities have suffered the consequences in a decline of popularity.

A radio station, like a newspaper, must guard its reputation or lose its following. Intramural vigilance can always perform a better policing job than a group of burocrats peeking in from the outside.

- - - - - - - -

Petrillo Thinks Up A New One
("Washington Post")

If anyone needs evidence of the absolute bondage in which Mr. James Caesar Petrillo holds the members of the American Federation of Musicians, he need only ponder the AFM's latest ukase. An order issued in Hollywood with Mr. Petrillo's assent now prohibits movie studio musicians from taking outside jobs that might deprive unemployed horn-tooters of work. Specifically, contract musicians making $133 or more a week are prevented from accepting any outside work except symphonic engagements. Part-time studio musicians may take outside jobs, but if they make between $25 and $75 on the outside, they are allowed only one studio engagement, and if they make more than $75 outside they are barred from studio work during the same week.

It is hard to work up much sympathy for men making $133 a week. But that is not the point. What Mr. Petrillo has imposed is something suspiciously close to a share-the-wealth scheme. In placing a limitation on the right to earn, he has approached the collectivist philosophy abhorred by believers in free contract. His order says nothing about ability or employer preference. The move to pass the job around is merely another chapter in the anachronistic practice of "making work" for men whom technological advance has displaced and who are retained only by virtue of Mr. Petrillo's tight oligarchy. This newest example of featherbedding in an already greatly overstocked profession is bound to react against the interest of its competent members.

X X X X X X X X X

TRADE NOTES

It seemed to be conceded in Washington that President Frank Stanton of the Columbia Broadcasting System, had won the round in refusing to broadcast the recent speech of Secretary of State Marshall when the State Department virtually demanded that it do so and even went so far as to stipulate the time desired.

Hereafter the State Department will probably be a little more tactful and consult the networks as do the White House and other Government departments.

Because of widespread interest in the talk of Edgar L. Warren, Director of the U. S. Conciliation Service, Department of Labor, and other authorities on industrial relations, the RMA Industrial Relations Seminar today (Wednesday, May 7) and tomorrow in New York City at the Hotel Pennsylvania, will be open to representatives of other industries.

Paul J. Larsen, Chairman of the Theatre Television Committee of the Society of Television Engineers, said in Chicago that small television transmitters can beam news and sporting events direct to theatres. He added that theatres can install television equipment at an average cost of $7,000.

Ex-Mayor Fiorella of New York recently elected a Director of Metropolitan Broadcasting and Television Co., lost no time becoming vocal. At an NAB, New York district meeting, he warned broadcasters that there was no vested interest in a radio permit, that "sooner or later the Communications Act is going to be construed as it originally was intended."

In explanation, Mr. LaGuardia said that this would mean that a broadcaster whose license had been revoked by the Federal Communications Commission would not be free to sell or transfer it.

"The time will come that when a license is revoked, the premises will be padlocked, just as in the old liquor cases", he said.

Rear Admiral Ellery W. Stone, of the Allied Control Commission, and formerly Vice-President of Mackay Radio and All America Cables and Radio, was among the callers received by President Truman at the White House Monday, May 5th.

More audience research to determine what the majority of listeners want and what they do not want, was urged by James D. Shouse, President of the Crosley Broadcasting Corporation, in an address before the third annual City College Radio and Business Conference in New York.

Mr. Shouse indicated that broadcasters must stop being "entirely too thin-skinned at what may be fair criticism from a pressure group from its standpoint but extremely unfair for the majority."

"We have got to spend more money, apply more of our best brains to audience research and continuing studies in attitudes, not in the fact of who listens only, but the reasons why. Not only what people don't like but what they like and why."

A Radio Department has been set up by the Associated Press with Oliver Gramling in charge as an assistant General Manager. This followed action of the recent AP membership meeting consolidating all of the radio activities under direct AP administration.

As soon as final details can be concluded, Kent Cooper, Executive Director, said, stations now taking the special AP radio wire service will be offered associate membership "under a rate formula that will be as equitable as possible." An "ambitious program" is being worked out for the radio membership, he added.

Data released by the Sales Research Department of Sylvania shows that there were approximately 61 million radio sets in use in the United States at the beginning of 1947. Radios are owned by 34.8 million families or about 91% of the families in the United States.

Mrs. Franklin D. Roosevelt and Paul Porter, former FCC Chairman, now in private law practice, are listed among "the great leaders" of "Americans for Democratic Action", described as a liberal organization but "not a third party and not a part of any party" and as having "no hidden loyalties".

A page newspaper ad carrying the picture of Mrs. Roosevelt, Porter and others, concludes:

"If you are a non-communist liberal this is the organization for you. Join ADA....Work in ADA.....Contribute to ADA. Your dollars will be used to build the organization on local, state and national levels, to help elect liberal candidates, and launch a nation-wide educational program using press and radio."

Three radio engineers proposed Monday that shortwave radio signals could be sent long distances on the earth by using the moon as a "relay".

The three - Dr. D. D. Grieg, Dr. S. Metzger and Dr. R. Waer of the Federal Telecommunication Laboratories in New York - made the proposal before a joint meeting of the International Scientific Radio Union and the Institute of Radio Engineers in Washington.

The radiomen's three-day institute is the first held since the war. Some 98 scientific papers are being presented.

Three District of Columbia broadcasters were named by NAB President Justin Miller to serve on a special committee to provide facilities and program counsel in the development of a series of transcribed broadcasts by the NAB President for distribution among radio stations.

The broadcasters are Merle S. Jones, General Manager of WOL, who will serve as Committee Chairman; Richard L. Linkroum, WTOP Program Director; and Robert Morrison, head of the NBC Recording Division in Washington.

The series of transcribed talks by Judge Miller, which will deal with many different phases of broadcasting - its development, its accomplishments and its problems - were authorized by the NAB Board of Directors at its last meeting.

X X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
MAY 14 1947
NILES TRAMMELL

INDEX TO ISSUE OF MAY 14, 1947

Radio And Communications Concerns Aid Army Signal Corps.....1

"TV To Supplement But Not Supplant Sound Broadcasting" - NBC.....2

Engineers To Consider Inter-City TV Program Transmission.....3

RCA Prices Its First Television Console At $795.....4
Walter Evans Elected President Westinghouse Stations.....4

Radio Notables Enjoy Humorous Gridiron Thrusts.....5
Intra-Video Master Television Antenna System Now Ready.....5

Taber Charges "Voice Of America" Does More Harm Than Good.....6

Washington, D. C. Hears Winchester, Va. FM Clearly - 75 Miles.....7

Drys Rally To Bill To Bar Radio, Newspaper Alcoholic Ads.....8
CBS Bounces Back In Television.....8

Vehicle Phone Demand Requires Hearing To Determine Future.....9

Florida Papers Paid Radio Program Success Inspires Others.....10

Sylvania Gives 15 Cents An Hour Pay Raise.....11
Ultra Short Wave Radio Link Versus Telephone Long Lines.....11

Tells RMA "We Are Over Hump" Of Labor Troubles.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1774

May 14, 1947

RADIO AND COMMUNICATIONS CONCERNS AID ARMY SIGNAL CORPS

Although there has been very little publicity about it, more than a hundred industrial concerns and universities throughout the United States are cooperating in an intensive program of research for the Army Signal Corps. The postwar goal of the Signal Corps is national security and military preparedness in terms of long-range scientific planning rather than the immediate production of new equipment. Signal Corps engineers hold that equipment produced today may well become obsolete tomorrow in the face of new discoveries or inventions which may be expected as a result of the numerous and intensive explorations into the science of electronics and related subjects.

The large electronics concerns now engaged in the work include the Bell Telephone Laboratories, General Electric Company, Westinghouse, Federal Telecommunications Laboratories, duPont de Nemours & Co., Philco Corporation, Arnold Engineering Co., Baird Associates, DeMornay-Budd, Inc., Dow Chemical Co., General Research Laboratories, Phillips Laboratories, Inc., Radio Corporation of America, Sylvania Electric Products, Inc., Stupakof Ceramic & Mfg. Co., Sperry Gyroscope Co., Inc., Stromberg-Carlson Co., Galvin Mfg. Co. and Eitel McCullough.

Electron tubes and new circuits which will revolutionize the present concepts of radar and communications are being explored and studies are being made as to why microwaves are in some cases bent upwards or downwards instead of traveling in a straight line as might normally be expected. Rockets are being sent 100 miles above the earth to probe the upper atmosphere. Studies are being made which will extend the present radio spectrum toward the infrared; knowledge is being obtained by radar reflections from the moon; studies are being made of the behavior of radio circuits operating at a temperature near absolute zero, and many other equally interesting fields are being investigated.

Evans Signal Laboratory at Belmar, N.J. with Colonel H. W. Serig as Director, does major work in radar, meteorology, vacuum tubes and special engineering problems. Coles Signal Laboratory at Red Bank, N.J. is the communications laboratory of the Signal Corps, doing all types of work on radio, wire communications and facsimile. Lt. Colonel W. A. Speir is Director.

Over-all responsibility for the research program lies with Maj. Gen. Spencer B. Akin, Chief Signal Officer and the Engineering and Technical Division, Office of the Chief Signal Officer, which is headed organizationally by Col. J. S. Willis as Chief, located in the Pentagon Building, Washington, D. C.

Nine categories are represented in the Signal Corps research program. Continuous research will be followed in the fields of Thermionics, Propagation, Circuits, Materials, Power

Sources, Meteorology, Communications Techniques, Antennas and General Physics.

Some of the universities and scientific foundations working in one or more of the nine research fields are Massachusetts Institute of Technology, University of California, Princeton University, Auburn Research Foundation, Antioch College, Columbia University, Colorado A. and M., Colorado School of Mines, University of Florida, Georgia Tech. Research Institute, Illinois Institute of Technology, University of Illinois, University of Kentucky, Lehigh University, Armour Research Foundation, Batelle Memorial Institute, University of Michigan, University of Minnesota, New Mexico School of Mines, New York University, Northwestern University, Ohio State University Research Foundation, Pennsylvania State College, Rutgers University, Tufts College, Wesleyan University, Franklin Institute and Washington University.

X X X X X X X X X X

"TV TO SUPPLEMENT BUT NOT SUPPLANT SOUND BROADCASTING" - NBC

Carrying excellent likenesses of Brig. Gen. David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of the National Broadcasting Company, and Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, and well illustrated throughout, the Annual Review of the National Broadcasting Company for 1946-1947 heralds the coming of television.

The preface reads, in part:

"As NBC enters its third decade, a fascinating new service is being added to the old - the service of sight-and-sound combined. After many years of research, experiment and development, television is now emerging as a practical, tested medium of mass communication. Television broadcasting stations are being built across the country; television receiving sets are being manufactured by the hundred thousand.

"In the foreseeable future, however, television will supplement but not supplant sound broadcasting. 'Something new has been added', but nothing has been taken away. Sound broadcasting continues to be the main line of NBC activities, and is the principal theme of this review of the operations of the company in 1946 and 1947."

Contents of the Review include: "Twenty Years of Broadcasting Service", "NBC And Its Commercial Sponsors", "The Home Stations of NBC", "The NBC Network", "International Broadcasting", "FM", and "Public Relations and Advertising."

X X X X X X X X X X X X

ENGINEERS TO CONSIDER INTER-CITY TV PROGRAM TRANSMISSION

There will be an engineering conference of television broadcasters, communications carriers and manufacturers of television and microwave equipment at the Federal Communications Commission in Washington Tuesday, June 3 for the purpose of formulating a schedule which will set forth the expected installation dates for relaying television programs between cities.

The FCC call for the conference states:

"All persons who can contribute to the formulation of an installation of facilities schedule, for the informal information of all concerned, are invited to participate. The Commission's Chief Engineer will preside at the conference. As a point of general information, the Commission intends to issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 Mc., as soon as possible after the Radio Administrative Conference at Atlantic City.

"Common carriers should come to the conference prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential television stations shown in the attached list. New York, Chicago, and Los Angeles, Washington and San Francisco might be assumed as initial program origination points and cities having three or more television broadcast stations might be assumed to require at least three or more network programs available simultaneously.

"Television broadcasters and construction permit holders should come prepared to state the date of completion of their stations and the date they will desire network facilities for their broadcast purposes.

"Both the common carriers and the television broadcasters should be prepared to submit the above data in writing to the Commission either during the conference or within 10 days after the conference."

The latest official list of existing television stations and outstanding construction permits follows:

Albuquerque, New Mexico - 1; Ames, Iowa - 1; Baltimore, Maryland - 3; Boston, Massachusetts - 2; Buffalo, N.Y. - 1; Chicago, Ill. - 4; Cincinnati, Ohio - 1: Cleveland, O. - 2; Columbus, Ohio -1; Dallas, Texas - 1; Dayton, Ohio - 1; Detroit, Mich. - 3; Fort Worth, Texas - 1; Indianapolis, Ind. - 1; Johnstown, Pa. - 1; Los Angeles, Calif. - 6; Louisville, Ky. - 1; Miami, Florida - 1.

Milwaukee, Wis. - 1; Minneapolis-St. Paul, Minn. - 2; New Orleans, La. - 1; New York, N.Y. - Newark, N.J. - 7; Philadelphia, Pa. - 3; Pittsburgh, Pa. - 1; Portland, Ore. - 1; Providence, R.I. - 1; Richmond, Va. - 1; Riverside, Calif. - 1; St. Louis,Mo. -1; Salt Lake City, Utah - 1; San Francisco, Cal. - 3; Schenectady, N.Y. 1; Seattle, Wash. - 1; Stockton, Calif - 1; Toledo, Ohio - 1; and Washington, D. C. - 4.

X X X X X X X X

RCA PRICES ITS FIRST TELEVISION CONSOLE AT $795

The first RCA Victor console television receiver is now in mass production and is being shipped to television distributors this month. The new instrument, combining television, RCA Victor FM, standard broadcast, international short wave, and Victrola phonograph, is said to be the first unit with these services to be offered by the industry for less than $1,500. Suggested retail price for RCA Victor's five-in-one unit is $795, exclusive of tax and Owner's Policy fee.

Describing the set, RCA says:

"In addition to its versatiligy, the new 'complete home entertainment unit', Model 641TV, presents for the first time several advances in television receiver design. One of the most unusual of these is the automatic brilliance control, which, despite varying strengths of television signals received by the instruments, presents an image of uniform brightness on the screen.

"Three separate chasses have been incorporated into the one compact instrument. Its television screen presents a picture 52 square inches in size, using a 10-inch RCA direct-view tube, centrally mounted on the cabinet front, at eye level for a seated audience. Decorative, wide-panel tambour sliding doors conceal the television screen and controls when the television portion of the set is not in use.

"RCA Victor's Television Owner's Policy, which has been a success in its application to the company's initial table model television receivers, will be established for the new Model 641 TV.

"The policy covers an antenna to receive the television and FM broadcast signals, installation of receiver and antenna, instruction on operation and care of the receiver, any necessary service and maintenance work for a full year from the time the receiver is installed, replacement of any necessary parts (including the television picture tube) for one year, and reorientation of the antenna to receive the signals of any new television or FM broadcasting stations which may go on the air within the service area during that period."

X X X X X X X X

WALTER EVANS ELECTED PRESIDENT WESTINGHOUSE STATIONS

Walter Evans has been elected head of Westinghouse Radio Stations, Inc. Mr. Evans had been Vice-President and General Manager of the subsidiary since 1939 and also Vice-President in charge of all of Westinghouse's radio activities.

X X X X X X X X X X

RADIO NOTABLES ENJOY HUMOROUS GRIDIRON THRUSTS

An added starter at the Spring Gridiron Dinner in Washington last Saturday night was Herbert Hoover who hadn't attended one of these affairs since the days when he was the country's first "Radio Czar" and later President of the United States. Mr. Hoover received a great ovation. President Truman also again proved his popularity though some of the good humored shafts aimed at him would have made an ordinary person wince.

Among those one way or another connected with the radio industry who were present at the dinner were:

Kenneth H. Berkeley, General Manager, WMAL, Washington; Gene Buck, Past President, American Society of Composers; Gardner Cowles, President, Cowles Broadcasting Company; John Cowles, Vice-President, Cowles Broadcasting Company; T.A.M. Craven, Vice-President, Cowles Broadcasting Company; Ray Henle, MBS commentator; Luther L. Hill, Vice-President, Cowles Broadcasting Company; Merle Jones, General Manager, WOL, Washington; John S. Knight, WQAM, Miami; Claude Mahoney, CBS Commentator; Clarence Menser, Vice-President, National Broadcasting Company; Eugene Meyer, WINX, Washington; Edgar Morris, Zenith representative, Washington.

Also, Frank E. Mullen, Vice-President and General Manager, NBC, New York; Jack Paige, MBS; Drew Pearson, ABC commentator; Frank M. Russell, Vice-President, NBC, New York; David Sarnoff, President, Radio Corporation of America; A. A. Schechter, Vice-President, MBS, New York; Carleton D. Smith, General Manager, WRC, Washington; Niles Trammell, President, NBC, New York; and Albert L. Warner, WOL, Washington.

X X X X X X X X X X

INTRA-VIDEO MASTER TELEVISION ANTENNA SYSTEM NOW READY

The Telicon "Intra-Video" Master Antenna Television System is now ready and will be demonstrated to the television industry and apartment house owners sometime this month, announces Sol Sagall, President of "Intra-Video" Corporation of America and Telicon Corporation, 851 Madison Avenue, New York, N. Y. The Intra-Video system, according to Mr. Sagall, offers the complete practical solution to a problem which has been vexing television manufacturers, television engineers, and realy owners in recent months.

Apartment house owners acting through the New York Real Estate Board informed their tenants a few months ago that they would not permit the erection of single individual aerials on their roofs.

X X X X X X X X X X

TABER CHARGES "VOICE OF AMERICA" DOES MORE HARM THAN GOOD

Despite testimony to the contrary by Undersecretary of State Dean Acheson, Representative John Taber (R), ofNew York, Chairman of the House Appropriations Committee, again lashed out against "The Voice of America". Mr. Acheson said the goal of the broadcasts was "to cover the earth with trust".

Secretary Acheson testified in behalf of a measure introduced by Representative Karl E. Mundt, (R), of South Dakota, to give Congressional sanction to the broadcasts and other international informational and cultural activities of the Department.

The House Appropriations Committee, citing the absence of specific authorization, last week deleted from the appropriations bill for the State Department for the new fiscal year any funds to operate the agency's Office of International Information and Cultural Affairs after June 30. The OIC had requested $31,381,220.

The Mundt bill merely authorizes these activities; operating funds would still have to come from the Appropriations Committee.

Coincident with Mr. Acheson's appearance, Mr. Taber at a press conference indicated some willingness to allot $5,000,000 or $6,000,000 for the "Voice of America" and related programs "if it's cleaned up and they get rid of the incompetents."

Representative Taber spoke into a microphone through which his remarks were being recorded for possible broadcast on a Voice of America program.

"These broadcasts", said he, "are not the voice of America. The whole thing bears the earmarks of a very deliberate design to carry into the foreign broadcast field an idea in support of a left wing position. That is highly improper; such broadcasts should be impartial.

"The whole thing is not only colored from the left wing standpoint but seems designed to make America ridiculous. . . Dialogues are involved in these broadcasts which are absolutely unintelligible."

In his prepared statement, Mr. Taber declared:

"These broadcasts are doing more harm than good. They are not checking the spread of communism. Propaganda that ostensibly is intended to build new respect for the United States is being used instead to criticize private enterprise, to express partisan opinions and to distort the picture of life in the United States. . . Many of the broadcasts deal with trivialities and at times the programs are downright silly."

Among several examples of broadcasts which he included in his statement as objectionable, Mr. Taber indicated one to Germany

by Anna Buerger which he said criticized Senator Taft (R), of Ohio.

Representative Taber said:

1. He would be willing to approve a five or six million dollar appropriation for foreign broadcasts "if they were cleaned up."

2. He thought private concerns could do a better job of foreign broadcasting than the State Department.

3. He would oppose inclusion of any funds for foreign broadcasts in the general State Department Appropriation Bill which came up in the House yesterday.

Asked if he thought cutting out the broadcasts would mean getting rid of William Benton, head of the Cultural Relations Division, Taber said Benton had "had a year and a half at it and hasn't done the job. I've got no personal feeling against him, of course."

In the meantime the question of "Should We Continue the Voice of America Broadcasts?" will be debatee on the air. The first of these broadcasts will be over ABC tomorrow (Thursday, May 15) at 8:30 P.M., EDT, in "America's Town Meeting" held in Brooklyn as a feature of the centennial celebration of the historic church of Henry Ward Beecher.

Speakers on the program will be Representative Taber, Carl A. Hatch (D), of New Mexico), member of the Senate Foreign Relations Committee, Frank Waldrop, Assistant to the publisher of the Washington Times-Herald, and Ralph E. McGill, editor of the Atlanta Constitution. Mr. McGill was a member of the three-men commission appointed by the American Newspaper Publishers' Association to make a round-the-world trip to study communications and sources of information in foreign countries.

On Saturday evening, May 17th, at 7 P.M., EDT, Representative Taber and Senator Carl A. Hatch will take up the cudgels on the same question on the NBC University of the Air.

X X X X X X X X X X

WASHINGTON, D.C. HEARS WINCHESTER, VA. FM CLEARLY - 75 MILES

Among the first FM stations to be regularly heard in the National Capital is WINC-FM, in Winchester, which proclaims that it serves "Washington and Baltimore from the Skyline of Virginia." It is listed as using 3 KW on 4,000 mcs. and is the first FM outlet to bring network programs into Washington, those of the American Broadcasting Company.

X X X X X X X X X X

DRYS RALLY TO BILL TO BAR RADIO, NEWSPAPER ALCOHOLIC ADS

The Senate Commerce Committee began last Monday on a bill by Senator Arthur Capper (R), of Kansas, which would bar newspaper and radio advertising on alcoholic beverages from interstate commerce. Thus far (Wednesday, May 14), there have been 35 witnesses.

Mrs. D. Leigh Colvin, President of the Women's Christian Temperance Union, told the Committee yesterday that liquor ads are competing with mothers trying to raise their children not to become alcoholics.

Mrs. Louise Gross, President of the Women's Moderation Union, declared there are no new arguments the drys can produce to warrant Congress crippling the beverage industry which, she said, adds millions of dollars to the tax revenues.

The Rev. Sam Morris, San Antonio, Tex., testified that while four major radio networks regularly carry wine and beer advertisements, they decline to sell prohibitionists regular time. He said the same is true of many independent radio stations.

Frank E. Gannett, President of the Gannett Newspapers, said in a statement that none of the 21 Gannett newspapers nor any radio station he controls accepts liquor advertising and will not do so, although he estimated it would increase revenues by $1,000,000 a year.

X X X X X X X X X X

CBS BOUNCES BACK IN TELEVISION

Inauguration of three series of television programs over Station WCBS-TV as announced this week by the Columbia Broadcasting System is further evidence that CBS expects to remain in the television game despite recent adverse CBS color rulings.

The new television series in New York will originate from the Metropolitan Museum of Art, the Museum of Modern Art and the Museum of Natural History.

The three new educational program series will supplement Columbia's diversified television fare, ranging from baseball and movies to coverage of the Memorial Day parade and regular "armchair visits" to the Bronx Park Zoo.

Sports will play an important part in the CBS television listings. Beside the home games of the Brooklyn Dodgers, sponsored by Ford Motor Company and General Foods Corporation, the May-June schedule includes the forthcoming professional tennis tournament at Forest Hills with the United States Rubber Company as sponsor.

It was announced that a second completely staffed and equipped mobile unit will be put into operation before the month ends to handle this augmented CBS television remote coverage.

X X X X X X X X

VEHICLE PHONE DEMAND REQUIRES HEARING TO DETERMINE FUTURE

Problems invited by the rapidly expanding use of radiotelephone for communication with vehicles will be considered at the further hearing scheduled by the Federal Communications Commission for September 8 with respect to the service-allocation of frequencies for the General Mobile Service. It is expected that this session will also produce data looking to the promulgation of rules governing users of the mobile services.

Many economic problems enter into the establishment of mobile systems by independent users. For example, the present commitments of the taxicab industry alone are reported to approach $15,000,000. Adequate systems cost between $6,000 and $10,000. Many small business organizations which could, perhaps make good use of mobile radiocommunications have hesitated to go into experimental operation because of the cost and the uncertainty of being permitted to continue at the conclusion of the experimental period.

Prospect of transition from the present experimental category to regular and permanent service involves economic as well as technical considerations. Consequently, the growing host of present and potential users, who represent many varied interests, will be afforded an opportunity to voice their needs and desires. On the basis of this evidence and the number of frequencies available for such service, the Commission will draw up rules and regulations to best meet the over-all demand.

Wartime developments made extension of the radio spectrum possible, hence utilization of the very high frequencies for telephone communication with vehicles was considered at the Commissions's frequency reallocation hearing in late 1944. Upon the basis of the evidence introduced, the Commission established a General Mobile Service, to be operated on an experimental basis pending opening it to regular service.

The common carrier type of mobile radiotelephone service is expanding at a very rapid rate, with the urban service somewhat more in demand than the highway service. The rate of expansion is delayed only by the inability of manufacturers to furnish the necessary radio equipment as rapidly as required. Even so, common carrier mobile service has been authorized in 58 cities in the United States, and also in Honolulu. It will be provided, for the most part, by the Bell System and independent telephone companies. The telephone industry has authorizations for about 5,600 mobile units in the urban service. Its projected investment totals about $6,000,000. Thirty-seven licensees have been authorized to charge for this service.

Common carrier highway service is proposed for 79 domestic cities, and two in Hawaii. Some 3,200 mobile units have been authorized in this category which, together with land stations, represents an investment of $5,500,000.

The telephone companies propose service which will extend wire telephone communication to and from land, sea or air vehicles. Three types of common carrier service are in prospect: (1) Communication between any regular telephone and any mobile unit, (2) special two-way dispatch service between a central office and specified mobile units, and (3) a one-way signalling service to mobile units.

In the case of urban common carrier systems, the method of operation is comparatively simple. The person at a regular telephone either dials or asks for the mobile service operator and gives her the call number of the vehicle. The operator dials the number, which actuates an audible or visual signal in the vehicle. The occupant of the vehicle picks up his dashboard telephone and the conversation starts. On his telephone handset is a "push-to-talk" button which permits him to switch from receiving to sending.

Highway system operation is substantially the same, except that the mobile service operator may have control of more than one land transmitter. When the vehicle is beyond the range of the first transmitter, another transmitter is employed, and so on progressively until the desire vehicle is contacted.

X X X X X X X X X X

FLORIDA PAPERS PAID RADIO PROGRAM SUCCESS INSPIRES OTHERS

A recent report that the Palm Beach Post and Times at West Palm Beach, Fla., that the printing of radio programs as paid advertising now nets $7,000 a year has inspired the Newspaper Advertising Executives' Association to put a questionnaire out, one of the questions in which is:

"What is your idea about providing a competitive media with free space for promotion?", followed by: "Would your publisher consider a charge if other papers made a charge?"

Says Editor and Publisher:

"Some new rate cards coming to the attention of this department indicate newspapers are establishing a special bracket, with premium prices for all forms of copy mentioning a radio program.

"It has been known for a long while that movie theatre owners in many cities have put pressure on newspapers to charge the amusement rate for copy announcing a radio program. The theaters have argued that Bob Hope and Bing Crosby nights, widely plugged in advertising, bring dips in box office revenue.

"Lew Schwab, promotion manager of the Honolulu Advertiser, has just informed E. & P. of the change in policy on his paper, so the problem isn't confined to the Mainland. The Advertiser has begun to carry a consolidated program (for four stations) as paid advertising.

"'For 22 years', Schwab wrote, 'the Advertiser had run the programs free as a matter of public interest. There were two stations here, one of them our own KGU. Then in the past six months two more stations were started in the city and a fifth was scheduled to begin operation May 1.

"'It was decided for two reasons that the existing condition must end. First, increased production costs and newsprint rationing plus the constant demand for more free space, made it an economic burden.

"'Second, the radio stations actively compete with the press for the business man's advertising dollar and sound business practice makes it foolish to subsidize your competition.

"'The radio stations' main argument against their paying to run the programs was that 87% of the newspapers in the country carried the programs free.'"

The Palm Beach paper advertising solicitors used the Continuing Study data which shows that radio programs get a 50% readership score.

X X X X X X X X X X

SYLVANIA GIVES 15 CENTS AN HOUR PAY RAISE

Seven thousand employees of Sylvania Electric Products, Inc., will receive wage increases equivalent to a total of 15 cents an hour under a contract announced this week by Don G. Mitchell, President of the company, and Albert J. Fitzgerald, President of the United Electrical Radio and Machine Workers, CIO.

The agreement, which covers workers in eleven plants in New York, Pennsylvania, Massachusetts and West Virginia, provides a basic pay rise of 11½ cents an hour, six paid holidays, three weeks' vacation after twenty years of service and other adjustments.

X X X X X X X X X X

ULTRA SHORT WAVE RADIO LINK VERSUS TELEPHONE LONG LINES

"For many years a possible competitor to the long lines telephone cable or open wire has been on the horizon, Sosthenes Behn, President of the International Telephone & Telegraph Corp. states in his annual report. "It is the ultra short wave multi-channel radio link. Our Laboratories have pioneered in this field, having established multi-channel radio links between England and Ireland as early as 1931. More recently, our French Laboratories have supplied for experimental service a 12 channel FM telephone linke between Paris and Montmorency. Similarly a 9 channel PTM (pulse time modulation) system has been furnished for service in Holland across the River Schelde by our British Company. A 24 channel PTM system with repeaters has been installed for experimental service between our New York Laboratory and Trenton."

X X X X X X X X

TELLS RMA "WE ARE OVER HUMP" OF LABOR TROUBLES

Labor relations problems of the radio industry were considered in both prepared talks and during informal discussions at the Third Radio Manufacturers' Association Industrial Relations Seminar in New York last week.

Edgar L. Warren, Director of the U. S. Conciliation Service expressed the opinion that "we are over the hump" in industrial disputes that have occurred since V-J Day and that both management and labor are sincerely trying to adjust their differences.

Mr. Warren described in detail the functions and activities of the revitalized Conciliation Service of the Department of Labor. He pointed out that conciliation differed from arbitration in that it is entirely without authority. Government conciliation should be resorted to, he said, only when negotiations between management and labor break down. In answer to a question, Mr. Warren said he is opposed to compulsory conciliation but would favor compulsory notification of local, State or Federal Government agencies before labor disputes result in strikes.

Between 1930 and 1946 employees covered by labor contracts increased from three to three and a half million to between 14 and 15 million, he said, and there are now over 50,000 contracts in operation.

Chairman Glenn W. Thompson, President of Noblitt-Sparks Industries, Inc., Columbus, Ind., announced that the RMA Industrial Relations Committee before the next seminar will poll RMA members for suggestions as to topics to be discussed at the next conference.

Richard C. Smyth, industrial relations director of Bendix Radio Division, Baltimore, Md., who is Chairman of the subcommittee on seminars, will conduct the poll which also will ask for suggestions as to the timing and location of the seminars and other aspects in order to cover topics of particular interest to the radio industry.

Experts on Government conciliation, wage incentives, the selection and training of personnel, the conference method of management, and other aspects of labor relations spoke during the two-day session last week. Informal discussions, with questions and answers, followed each talk.

X X X X X X X X X X X

Daylight saving time went into effect in Washington, D.C. last Sunday, quickly followed by Alexandria, Va., just across the river. Nearby Fairfax County, Va. remained the sole holdout against fast time in the Washington metropolitan area. The other counties, Arlington in Virginia, and Prince Georges and Montgomery Counties in Maryland, all decided to join the National Capital in advancing the clocks.

X X X X X X X X X X

SCISSORS AND PASTE

Feather-Bedding Grows; Causes Enormous Loss, Higher Prices
("New York Times")

One of the chief obstacles to full production by American industry is feather-bedding, the practice by which labor limits its own output. Originally confined to the craft unions, a survey made by this newspaper shows that it is now spreading through the mass industries. . . . . .

Mr. Petrillo's Musicians Union and the Stage Hands are notorious exponents of feather-bedding and uneraned wage exactions.

Recently a few craft unions have shown a tendency to relax some of their harsher feather-bedding rules, at the same time, however, encouraging wider abuses of payroll padding through overtime. But in the mass industries feather-bedding rules, at the same time, is growing. There can be no doubt that its prevalence results in enormous loss, high unit costs and higher prices.

- - - - - - - -

Gives Advertiser Full Credit For All U.S. Radio Programs
(Niles Trammell, President of the National Broadcasting Company, in "Radio Age")

In the United States, all radio programs - whether called "commercial" and sponsored directly, or called "sustaining" and sponsored by the broadcaster - are made possible by advertising.

In other countries, where the radio system is a state monopoly, the listener has to pay for his listening. In America, he gets more news, information and entertainment than anywhere else, and is thanked for his listening.

In the United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic performance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

- - - - - - - - - - -

Neither Had Either
(Leonard Lyons in "Washington Post"

William Harris, the Fortune editor, dined at the home of David Sarnoff recently. A discussion arose about an article in Fortune. "We can settle it easily", Harris suggested. "Let's take a look at the magazine." Host Sarnoff apologetically confessed that he does not subscribe to Fortune, and that there wasn't a single copy of the magazine in his house. . . Some time later, Sarnoff dined at Harris ' home. At 11 P.M. Sarnoff told the host: "I must listen to the 11 o'clock news program. In which room is there a radio?" Mr. Harris told the head of RCA: "Sorry, but there isn't a single radio in this house."

- - - - - - - -

FM Moves To Main Street
("Pathfinder")

America has a new frontier. Pioneers are expanding it. Engineers are developing it. And small town and rural America will be the first to benefit by it.

Admittedly, this sound incredible. Remember back in the lush days of the New Deal when the professors announced the U.S. had grown up; that it had what they called "a mature economy", and there would be no more frontiers?

The professors were wrong. They could not foresee FM. FM radio was just being born then in the shadow of Columbia University.

Today it is revolutionizing radio. It is to standard broadcasting what the Lincoln car is to the old Model T.

- - - - - - - - -

Whiteman's Disk Jockey Hour Seen Grossing $2,300,000
("Variety")

The Disk Jockey Sweepstakes moves into high gear, with Paul Whiteman teeing off June 30 in the first coast-to-coast network platter-spinning semester. The ABC network's to-minute cross-the-board Whiteman daytime show officially came out from under wraps last week with the National Biscuit Co. inked as a quarter-hour bankroller and with prospects bright for a solid sellout, it adds up to a $2,300,000 time-and-talent package.

Biscuit company, which went for a 165-station airing of its 15-minute segment at a 52-week cost of $766,000 via the McCann-Erickson agency, was reported mulling advisability of taking on an additional quarter hour. Net execs., meantime, said four prospective sponsors, were at the brass-tacks talk stage. Outfits interested were said to include Borden's, Heinz and Colgate.

- - - - - - - - - -

Advises Clergymen To Hear His Own Voice - And Sermon
("London Calling")

Many people who have heard their own recorded voices with horror will sympathise with this recent letter written by a glergyman to a London newspaper:

"I have recently had the experience of having a part of a sermon recorded by the BBC. This gave me the opportunity of hearing the voice that my congregation hears Sunday by Sunday. I would never have recognized it as my own. All sorts of queer solecisms and odd pronunciations fell upon my astonished ears, and the experience was both interesting and humiliating. I shall do my best to correct the more obvious faults.

"Would it not be an excellent thing for every clergyman to hear one of his own sermons?"

X X X X X X X X X X

TRADE NOTES

Carl J. Burkland, WTOP-CBS General Manager, has been elected to a three-year term on the Board of Directors of the Washington, D. C. Board of Trade.

Having to do with the allocation of frequencies of non-governmental services from 10 to 30,000 kilocycles, the Federal Communications Commission has set September 8 for a further hearing to determine the issues relating to the establishment, on a regular basis of the proposed type of service falling within the General Mobile Service classification.

Westinghouse Electric Company introduced this week a new antenna for its frequency modulation radios which it says will greatly improve performance of 75 per cent of the sets to which it is applied.

Aircraft Radio Corporation - For 1946: Net loss, $134,158, contrasted with net profit in 1945 of $180,182; sales $2,873,334, declined from $11,091,440.

Directors of International Detrola Corporation Monday declared the Company's twenty-second cash dividend on common stock, a payment of twenty-five cents per share, to be paid on May 31 to shareholders of record at the clost of business on May 16, 1947.

The most recent previous payment was a quarterly dividend of twenty-five cents on August 1, 1946. A total of approximately 1,222,000 shares are outstanding.

The Federal Communications Commission has ordered that effective June 15 its rules and regulations governing railroad radio services be amended to read:

"The frequency or frequencies immediately available for assignment to any particular area or railroad may be ascertained by communicating with the Secretary of the Federal Communications Commission, Washington 25, D. C."

"Television Technique", a book by Hayland Bettinger, formerly General Manager of the General Electric television station WRGB at Schenectady, will be on sale next week. Its publishers are Harper & Brothers, New York. Price $5.00.

A method of producing sound enhancement for audio-frequency wave production, designed for the better provision of sound effects in a room, particularly in the case of symphonic orchestral music, church choirs and the like, has just been patented (No. 2,420,204) by Chester M. Sinnett of Westmont, N.J., and assigned to the Radio Corporation of America.

A hearing and oral argument on the proposed changes designed to revise the existing frequency service - allocations to make available the entire 960 to 1600 mc band for the aeronautical navigational service has been set by the Federal Communications Commission for Monday, May 26.

Magnavox Company - Year to Feb. 28: Net earnings, $2,150,-998, equal to $4.30 each on 500,000 capital shares, compared with earnings of $1.03 each on 416,770 shares in preceding fiscal year; sales $24,013,812, against $16,801,545.

Six major Philadelphia stations have organized a central cooperative log-listing service to furnish a free daily mat of their programs to dailies in their listening area.

The cooperative is called the Philadelphia Broadcasters Listing Service. The mats are sent to 35 dailies within a 60-mile radius of Philadelphia with cost defrayed by the stations.

Roy E. DeLay, Manager of Federal Electric Manufacturing Company, Ltd., of Montreal, the Canadian affiliate of International Telephone and Telegraph Corporation, has been elected a Vice-President and Director of the Canadian company.

Mr. DeLay, a native of Indiana, who was named Manager of Federal Electric Manufacturing Company shortly after its organization a year ago, was formerly with the affiliated Federal Telephone and Radio Corporation.

Philip G. Caldwell has been appointed Manager of Sales of the General Electric Transmitter Division at Syracuse, N.Y.

Formerly Sales Manager of the Television equipment for the Division, Mr. Caldwell, a native of California, has been with G.E. since 1932.

The application of VHF (very high frequency) radio to cars and trucks has been developed by Federal Telephone and Radio Corporation to the point where complete systems are now available for private networks and development has progressed on extension of this service to public telephone networks.

The WOL-Mutual News Bureau has offered the State Department the recorded press conference in which Congressman John Taber, Chairman of the powerful House Appropriations Committee, excoriated the Voice of America broadcasts. The Taber press conference was wire-recorded and excerpts broadcast Tuesday, May 13th on Albert L. Warner's newscasts and was immediately offered the State Department for use on its short-wave broadcasts overseas.

Sweden is reported to have the largest number of receiving sets in operation in relation to population of any country in Europe. The population at the end of 1945 was 6,673,956, and the number of licenses, 1,839,911.

X X X X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
MAY 26 1947
W. S. HEDGES

RECEIVED
MAY 22 1947
FRANK E. MULLEN

INDEX TO ISSUE OF MAY 21, 1947

Television Seen As A Billion Dollar Industry Before 1960.....1

Experimental Subminiature Sets For Citizens Radio Service.....3

WBBM Cited By Gen. Bradley For Helpful Hospital Service.....4

Higher Overseas Telegraph Tolls Urged; Full Rate For Govt.....5

Gen. David Sarnoff To Speak At Radio Manufacturers' Dinner.....6
AM Goes West! Texas And California Lead.....6
WOL Head Still Unchosen; Tam Craven Continues Temporarily.....6

"Voice Of America" Amid Furore Evidently Staging Comeback.....7

WFMR Sets FM Live-Program Record; Build Applause Meter.....9

Bill To Ban Congressmen's Radio Licenses Would Hit Several.....10

Clear Channel Hearings Postponed Until July 7.....11
"An ABC Of The FCC" - Gillingham Gives All The Answers.....11

NAB-ASCAP Negotiations Reported Going Along Smoothly.....12
Republicans Might Have Hand In Naming New FCC Chairman.....12
Philco Elevates Gillies, V-P In Charge Of Radio.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1775

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

May 21, 1947

TELEVISION SEEN AS A BILLION DOLLAR INDUSTRY BEFORE 1960

"Television has been labeled 'a $50,000,000 if.' That is the amount estimated to have been spent in preliminary research and development prior to 1947. My purpose now is to show why and how the 'if' will be removed, when a new radio service, which holds promise of becoming a billion-dollar industry, starts growing on the $50,000,000 foundation laid by the pioneers. Aside from manufacturing, it is estimated that television, supported by advertising, will be a billion dollar annual broadcasting operation before 1960."

Thus Orrin E. Dunlap, who has probably written more about radio and television than anyone in this country, prefaces his newest book, "The Future of Television" just published by Harper & Brothers, New York (Price $3).

Mr. Dunlap continues:

"Perplexed, and pointing to the aerial rods atop poles far up on a lofty hill, a representative of the radio industry said: 'There, you see, we have built a television station. Now tell us what to do with it! Where are we to get an audience? Where can we get programs? How can we make the thing pay? How can we best serve the public? And the whole darn thing may be out-of-date before we can find the answers and really get started!"

"It is no one-man job. Television is the greatest of jigsaw puzzles. Brains, money and hands, abetted by scientific magic and showmanship, are required to scatter a motion picture in the sky, unreel it as an invisible movie over city, town and farm, and then pick the ethereal pieces from the air and reassemble them as a true reproduction of the original! And all this is done quicker than it takes to say 'Jack Robinson.' To think of blanketing the United States with such a talking picture staggers the imagination and challenges the ingenuity of electronic research and radio engineering."

"Are the movie playhouses to become vacant places? What is to happen to the 1,000 broadcasting stations and 56,000,000 radios? Are they to become silent within a decade? Must a man have a telegenic personality to be elected President? What sort of faces and features, colors and objects televise to perfection? Are male announcers to pass with the sound age, and beautiful girls to replace them, or will Beau Brummell have a chance? If Hollywood needs all the acres it has overspread, then how can television be penned in and cooped up in such enclosures as that concrete and steel acropolis known as Radio City, where the NBC television studios are located on Manhattan Island, or in the Grand Central Terminal, the studio location of CBS television?"

The author endeavors to give the answers to these perplexing questions.

Discussing various phases of the television situation the author says:

"Once considered as a baffling problem, the linking of television stations in a transcontinental network today - either by wire or radio - because of scientific developments, may be viewed optimistically. Engineers are attacking the network television problem from three angles: by radio relay stations, by adapting telephone wires to carry television, or by use of the coaxial cable."

* * * * * * * *

"Marconi made a whispering gallery of the heavens. Television turns the world into a Hall of Mirrors."

* * * * * * * *

"'It's wonderful!' exclaimed an old-timer in radio as he looked in on the Fair from Radio City. Inspired by the performance he thoughtfully looked at his wrist watch and ventured to predict, 'I'll bet the day will come when we will have television sets in a wrist-watch case, and we'll see the pictures as conveniently as we now get the time!'"

* * * * * * * *

"Now suppose back in 1920, at the advent of broadcasting, someone had warned: 'If 700,000 persons spend $300 apiece to equip their homes with radios, it will require a total expenditure of $210,000,000. To serve that many persons several hundred broadcasting stations will have to be provided, at a cost of, say, $40,000,000, and another $40,000,000 will have to be spent to develop a network. On top of that it will take $50,000,000 annually for costs of transmitter operation and depreciation.'

"Where would Radio City be today if someone had stopped to figure it all out like that for radio? Would there be more than 1,000 broadcasting stations and 56,000,000 receiving sets in homes and automobiles throughout the United States? In fact, 85% of the nation's families now own radio sets. And it is interesting to note that there are 13,500,000 more homes with radios than with telephones; 7,500,000 more homes with radios than automobiles; and radios in American homes exceed bathtubs by more than 5,800,000, according to statistics presented by the National Association of Broadcasters. It might also be added that in 1941 radio's pay roll in the broadcasting and manufacturing fields was in excess of $579,000,000."

Mr. Dunlap's newest book is dedicated to the late Walter M. Keenan, former Assistant to the City Editor of the New York Times of which paper the author was radio editor from 1922-40. Mr. Dunlap is now on the executive staff of the Radio Corporation of America.

X X X X X X X X X X

David Sarnoff, President of the RCA, presided at the annual dinner of the Welfare Council of New York City last week where it was announced that John D. Rockefeller, Jr. had received the Council's annual award for distinguished service to the community. The citation named Mr. Rockefeller's gift of the East River site for the United Nations headquarters as an immediate factor in the presentation of the award.

X X X X X X X X X X

EXPERIMENTAL SUBMINIATURE SETS FOR CITIZENS RADIO SERVICE

Diminutive radio transmitters and receivers built in the National Bureau of Standards in Washington as possible models for the new and as yet undeveloped Citizens Radio Service (communication between individuals) have shown performance qualities comparable to equipment built along conventional lines, as well as remarkable miniaturization and ruggedness.

The printing of electronic circuits is one of the important new technics to evolve from research and development during the war. The practicability of the printing technic was first demonstrated in a program carried on by the Bureau of Standards leading to the development of a tiny generator-powered radio proximity fuze. Since the war the art has advanced to the point where complete circuits may now be printed not only on flat surfaces but on cylinders surrounding a radio tube or on the tube envelope itself.

Illustrations in a comprehensive article on the subject of subminiature sets in the May issue of the Standards Bureau Technical News Bulletin (No. 3, Vol. 5) show a number of radio transmitters and receivers produced by the printed circuit technic. Designed to operate in one of the Government bands - 132 to 144 megacycles - these examples illustrate only a few of the wide number of variations possible in printing circuits. Several types of miniature microphones, speakers, and batteries are available as suitable components to complete the operating units. The units also operate satisfactorily with standard-size microphones or speakers. In two instances the subminiature transmitters were used to broadcast on national radio networks with excellent results.

To reduce limitations to a minimum and "to make possible the fullest practicable development of private radio-communications within the limits set by other demands for assignments in the spectrum", the Federal Communications Commission has allocated the band from 460 to 470 megacycles to the "Citizens Radio Communication Service." The bands above and below 460 to 470 megacycles are assigned to other uses. Although no definite statement regarding the opening of this service has yet been issued by the Commission, it is expected that a public announcement will be made setting forth the conditions under which licenses may be obtained.

Although the units described operate in the 140-megacycle range, the subminiature tubes operate effectively at higher frequencies. Tuning of the transmitter and receiver may be accomplished in the usual way.

According to the Federal Communications Commission, the new uses of the Citizens Radio Communications Service are as "broad as the imagination of the public and the ingenuity of equipment the manufacturers can devise." Personal radio telephones could be valuable in many applications - for example, in factory and store inventories, on farms, and by surveyors, hunters, and explorers. In addition there are numerous applications in crime detection and

traffic regulation, in limited ship-to-shore communication, and in emergencies such as forced landings or isolating floods.

Logical auxiliary components for a portable unit would be a set of small hearing-aid batteries and a miniature crystal speaker or hearing-aid type of earphone. If the combination is to be used as a personal telephone, the transmitter and receiver may be combined to operate with the same set of miniature batteries. In this way a very compact portable unit is possible, which, including batteries, microphone and speaker, may easily be slipped into a package the size of a wallet. Since arrangements can be made to insert batteries in flashlight manner, reserve battery capacity is usually unnecessary.

Subminiature tubes will deliver 50 milliwatts of power or more to an antenna. With half-wave dipole transmitting and receiving antennas, a 100-microvolt receiver and ideal transmission conditions, communication up to 10 miles should be possible. The ideal assumptions involved in computation of the 10-mile distance are hardly realized in practice, particularly if antennas of convenient size and shape are used. For a personal radiotelephone (or transceiver) a single, short, telescoping antenna is preferred, if any is used at all. Coupling to and radiation from the antenna will unavoidably be far from optimum. If used in a building or on a street, absorption and reflection from the walls of the buildings takes place. These and other factors make the distance of operation a matter which must be determined experimentally.

The personal radiotelephones have been used successfully in various tests at the Bureau. Excellent communication was obtained with a standard transceiver located in one room of a modern, four-story laboratory, and a subminiature transmitter operated from all other parts of the laboratory as well as from the grounds 1/2 mile away. Clear reception was also possible with the transmitter located in a modern, metal-roofed automobile (door closed) six blocks from the transceiver even though many buildings prevented a clear line-of-sight transmission. A light antenna consisting of a thin rigid wire 18 inches long was employed in these tests.

X X X X X X X X

WBBM CITED BY GEN. BRADLEY FOR HELPFUL HOSPITAL SERVICE

WBBM, Chicago, in charge of Les Atlass, CBS Vice-President, won new laurels when the station was cited for "outstanding service" May 12th, National Hospital Day, by Gen. Omar Bradley of the Veterans Administration in a special broadcast from Downey Hospital, Downey, Ill.

Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for "Assignment Home," CBS program, and distributing more than 50,000 Veterans Benefit guides.

X X X X X X X X X X

HIGHER OVERSEAS TELEGRAPH TOLLS URGED; FULL RATE FOR GOVT.

An interesting angle of the hearing now in progress before the Federal Communications Commission (Docket No. 8230) having to do with the present financial condition of the international carriers and the necessity for an increase in the rates on international messages is the question of whether or not the United States Government should pay the full commercial rate on its messages.

Senators White and McFarland introduced a month or two ago a bill (S. 816) which would, in effect, repeal the provisions of the Post Roads Act of 1866, which gave the Postmaster General the right to set the rates on Government telegrams; upon the creation of the Federal Communications Commission in 1934, this right was transferred to the FCC. In recent years the FCC has raised the rate on Government domestic telegrams from 40% of the commercial rate to 60% and then to 80%. S. 816 would raise the rate to 100% of the commercial rate, just as the Government pays full commercial rate on telephone calls.

At the beginning of the hearing on Docket No. 8230, James A. Kennedy, Attorney for the American Cable and Radio Corporation, pointed out that the bill S. 816 as now worded would apply to international messages as well as to domestic messages, and said that he thought it was quite proper that it should do so.

During the cross examination of Mr. W. H. Barsby, Vice-President of RCA Communications, Inc., this question arose again and Mr. Barsby stated that in his opinion, the Post Roads Act did not apply to international messages and referred to a decision of the Attorney General along about 1872 to that effect.

According to the testimony of the international carriers, all except two of them are operating in the red, and those two are in the black only because of their operations in foreign countries. Therefore it seemed only right and proper to them that the United States Government should no longer be accorded rates which in most cases are only half the commercial rates.

It was pointed out that many of these reduced rates resulted from the provisions of Cable Landing Licenses or were reciprocal arrangements resulting from the fact that many foreign governments are also entitled to half rates. The British indicated at the Bermuda Telecommunications Conference held in the Fall of 1945 that they were willing to give serious consideration to the elimination of the special British Government rates. The carriers have argues that as these special foreign Government rates are eliminated by negotiation with the foreign administrations concerned, the FCC could in each case then authorize increasing the United States Government rate to the level of the commercial rate and these increases would be most helpful to the carriers in maintaining their solvency.

X X X X X X X X X X

GEN. DAVID SARNOFF TO SPEAK AT RADIO MANUFACTURERS' DINNER

Brig. Gen. David Sarnoff, President of the Radio Corporation of America and one of the pioneers in the radio industry, will address what is expected to be the largest gathering of radio manufacturers since the war at the RMA Industry Banquet, Thursday, June 12th in Chicago. Previously he had thought a scheduled European trip might prevent his being in Chicago at the time.

Charles R. Denny, Chairman of the Federal Communications Commission, is scheduled to address the membership luncheon on the same day, and the two addresses will climax the three-day RMA Annual Convention, June 10-12.

X X X X X X X X X X

AM GOES WEST! TEXAS AND CALIFORNIA LEAD

Few realize that two States West of the Mississippi now top AM (Standard Broadcast) activity. They are Texas and California, in the order named. Not only are they the only States to have more than 100 standard broadcast stations each, but they also lead all others in applying for AM facilities. California has nearly 100 applications; Texas almost 90.

In number of licensed or authorized AM stations, Pennsylvania, New York, North Carolina, Georgia, Illinois, Florida, Michigan, Ohio, Tennessee, Alabama, Wisconsin and Washington follow in that order. As for applications, North Carolina has nearly as many on tap as New York or Pennsylvania. Vermont and Delaware are at the bottom of the AM list in number of authorizations.

Stations authorized or applied for West of the Mississippi number more than a thousand, which is only about 500 less than the figure for the East. The three Pacific States alone have more than 300 licensees, permittees and applicants. Stations in the South now exceed 1,000.

Puerto Rico has nearly twice as many authorizations and applications as Hawaii and Alaska combined.

X X X X X X X X X X

WOL HEAD STILL UNCHOSEN; TAM CRAVEN CONTINUES TEMPORARILY

As yet no one has been named to succeed Merle S. Jones, Vice-President of the Cowles Broadcasting Company, and General Manager of Station WOL in Washington, who resigned last week. In the meantime Commander T.A.M. Craven, formerly FCC Commissioner, now technical advisor and head of all the Cowles stations, WOL, WHOM, New York; KRNT, Des Moines, Iowa, and WNAX, Yankton, S. D. is serving as Acting Manager of the Washington station in addition to his other duties.

It was said that it might take some time to select a successor to Mr. Jones, who has served as General Manager since 1944 as the field would be gone over carefully. Mr. Jones as yet has made no further announcement with regard to his plans.

X X X X X X X X

"VOICE OF AMERICA" AMID FURORE EVIDENTLY STAGING COMEBACK

Causing the biggest ferment in Congress of anything that has taken place in years, the "Voice of America" whose future appropriations were completely wiped out in a State Department budget slash, apparently has a chance of surviving to a limited degree at least through the tremendous support given to the bill introduced by Representative Karl Mundt (R), of South Dakota.

David Sarnoff, who has been a vigorous supporter of the "Voice of America", revived his plea with a three column (as reprinted in the New York Times, Friday, May 16) memo to Secretary of State Marshall embodying a letter which he sent to Secretary of State Cordell Hull in 1943. The gist of this was that private industry cannot be expected to supply the necessary service as before the war the total income from all international broadcasting was only $200,000.

"It is inconceivable", General Sarnoff concluded, "that the international voice of the United States should be silent or remain weak in the post-war world that will be struggling competitively both in commerce and ideologies."

In contrast to critical views voiced before Congressional committees, the Radio Advisory Committee of the State Department in a report recommended expansion of the "Voice of America", as well as the entire cultural relations program, to avoid a "serious setback" in our relations with the rest of the world.

The Committee consists of the following publishers, educators and radio network officials:

Mark Ethridge, publisher of The Louisville Courier-Journal and past President of the National Association of Broadcasters; Gardner Cowles, Jr., publisher of The Des Moines Register and Tribune; Roy E. Larsen, President of Time, Inc.; Prof. Harold Lasswell of the Yale Law School; Don Francisco, Vice-President and Director of the J. Walter Thompson Advertising Agency; Sterling Fisher, Assistant public service counselor of the National Broadcasting Company; the Rev. Robert I. Gannon, President of Fordham University, and Edward R. Morrow, Vice-President of the Columbia Broadcasting System.

The Committee proposed that apublic corporation be set up to handle the "Voice of America" and urged more, rather than less, money to do the job.

The Committee noted the present cost of the Government's international broadcasting program was about eight million dollars a year - half the amount Great Britain spends. It said General Sarnoff had estimated an operating budget of 20 million dollars a year would be needed to run the proposed public radio corporation.

"Surely", it said, "such a sum would be small, in this time of international tension, compared to the importance of making

America's voice heard before misunderstanding had developed rather than after misunderstanding deepened into conflict."

Representative James P. Richards (D), of South Carolina, had reprinted in the Congressional Record (May 14, Page A2418), the original criticism of E. F. McDonald, Jr., President of the Zenith Radio Corporation.

The proposal of General Sarnoff to Secretary of State Marshall urging the establishment of a "Voice of America" broadcasting corporation to be owned jointly by government and private industry was attacked by Frank P. Schreiber, General Manager of Station WGN, Chicago.

Mr. Schreiber asserted that Sarnoff is not qualified to set himself up as a spokesman for the radio industry.

"Before any Congressional action is taken on Sarnoff's scheme to get the Government further into the radio field, the entire radio industry ought to be polled to get its reaction.

"The National Broadcasting Company (owned by RCA) is in no sense the 'national' network. It has 160 owned and affiliated stations, while Mutual (which has WGN as the key midwestern station) has 429, all individually owned and directed, and not managed from New York. Mutual is more representative of the American way of broadcasting, and I should like to know what the response of all these stations would be to the Sarnoff proposal."

Mr. Schreiber recalled that last week he was visited by Lloyd Dumas, head of extensive radio and press interests in Adelaide, Australia. Mr. Dumas told Schreiber that in Australia, which has both government and privately owned stations, listener surveys repeatedly show that only 15 per cent of the listening is to official stations and 85 per cent to those in private hands, even though the best frequencies and highest power are held by the Government stations.

Mr. Schreiber said that if the joint broadcasting corporation proposed by Sarnoff were set up, the Government would control it just as tightly as the British Government controls the British Broadcasting Corporation.

"The present short wave broadcasts of the State Department do not reflect the real voice of America", Mr. Schreiber concluded.

A further gain for the new "Voice of America" bill introduced by Representative Mundt was the House Foreign Affairs Committee of which Mr. Mundt is Chairman unanimously approving its passage. This followed an endorsement of the bill by Gen. Dwight D. Eisenhower.

The full Foreign Affairs Committee will consider the bill today (Wed., May 21) with the hope of speedy House action next week so it can become law before the end of this fiscal year.

The House denied funds for continuation of the State Department's "Voice of America" because its Appropriations Committee ruled there was no legislation authorizing the program.

Representative Mundt said he would ask a rule permitting swift action on the bill so the Senate would have time to act before the current appropriation expires and the present program has to be dropped.

The measure reported Tuesday would authorize the State Department to establish an "Office of Information and Educational Exchange" to disseminate public information abroad about the United States, its people, and the principles and objectives of its government.

The subcommittee adopted an amendment providing that "insofar as possible" the State Department would use private agencies in carrying out its informational program.

X X X X X X X X X

WFMR SETS FM LIVE-PROGRAM RECORD; BUILD APPLAUSE METER

FM Station WFMR in New Bedford, Massachusetts, believes it has made some sort of record for live talent programs on FM. During the past week WFMR broadcast over 1,500 live performers and over 50 soloists. The occasion was New Bedford's celebration of National Music Week during which almost all the city's music organizations, amateur and professional, were heard. The entire celebration, totaling twenty-one and one-quarter hours was broadcast by WFMR.

WFMR engineers built a special applause meter which was used by the Music Week Committee to determine which type of music was most popular and should be featured in future Music Week celebrations. Readings showed that choral and vocal selections, especially fancy arrangements of old favorites, are by far preferred by New Bedfordites.

The New Bedford Music Week celebration is sponsored by the New Bedford Standard-Times, newspaper affiliate of WFMR and AM stations WNBH and WOCB. The Week brings the city's musical organizations to the largest available auditorium where admission is free. Auditorium seating capacity was reached every night long before program starting time. On one night 3,000 people were turned away from the doors. Four professional dance bands were heard during the week through the cooperation of Local 314 of the AFM.

The program was M-C'd by WNBH's Tom Wertenbaker and WFMR's Ed Merritt and directed by WFMR Manager William R. Hutchins.

X X X X X X X X X X

BILL TO BAN CONGRESSMEN'S RADIO LICENSES WOULD HIT SEVERAL

Senator McCarthy (R), of Wisconsin, threw a small-sized bombshell in the hopper Monday by introducing a bill which would prohibit members of Congress or their wives from holding radio station licenses.

Senator McCarthy said:

"I believe it is wrong for members of Congress, who have dealing with the Federal Communications Commission and over whose appropriations they have absolute control, to obtain or seek to obtain radio station licenses.

"Such a member of Congress would have a tremendous advantage over John Q. Public in applying for a license from the FCC."

One of the first Congressmen to be heard from was Representative Alvin E. O'Konski (R), from Senator McCarthy's own State of Wisconsin.

Mr. O'Konski declared that it is "honorable and legal" for a member of Congress to apply for a license.

Senator McCarthy later remarked that he didn't know Representative O'Konski had a petition of file, but added: "If I had known, it would not have had any effect on my introducing the bill."

His bill, Mr. McCarthy asserted, is "not directed at Mr. O'Konski or any other specific individual.

A Senator who along with Ohio associates, has applied for a station in Columbus, Ohio, is no other than John W. Bricker, 1944 Republican candidate for vice-president. He declared he saw no harm in his action.

"I think a man inpublic life has a right to engage in any legitimate business", he stoutly declared.

He added that it would be just as reasonable to bar a Congressman from farming or any other enterprise. Mr. McCarthy's action, he said, will not halt his plans to press for action by the FCC.

Among those who would be hit if the McCarthy bill became a law would be:

Senator Robert A. Taft (R), of Ohio, whose family owns the Cincinnati Times-Star, which in turn owns WKRC and its FM affiliate in Cincinnate.

Senator Arthur Capper (R), of Kansas, who owns an interest in WIBW, Topeka, and KCKN, Kansas City, Kans.

Representative Howard Ellsworth (R), of Oregon, who owns KRNR at Roseburg, Oregon.

Senator William F. Knowland (R), of California, whose family owns the Oakland (Calif.) Tribune which in turn owns KLX at Oakland.

Former Senator Robert M. LaFollette of Wisconsin, whom Senator McCarthy defeated last November by a narrow margin, has an interest in two Wisconsin stations, WEMP, Milwaukee, and WIBA, Madison.

X X X X X X X X

CLEAR CHANNEL HEARINGS POSTPONED UNTIL JULY 7

Acting upon a petition from the Clear Channel Broadcasting Service, the Federal Communications Commission has advanced the date of the clear channel hearings in Washington from June 2 to Monday, July 7th. The Broadcasting Service had asked that the sessions be postponed until Fall, and the FCC compromised by putting the date forward a month. There seems to be a possibility that further concessions may be made later.

The FCC is desirous of finishing up the clear channel hearings in time for the NARBA technical conference at Havana scheduled for November 1st. If the Havana date is changed, it is possible the July 7 hearings may be advanced. The Commission at one time was reported to be ready to O.K. power over 50 KW to some of the clear channel stations in the Rocky Mountain area but not to go along with a blanket boost to all the clears.

The question of daytime sky-wave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the licensing of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

X X X X X X X X X X

"AN ABC OF THE FCC" - GILLINGHAM GIVES ALL THE ANSWERS

"An ABC of the FCC" believed to be the anonymous work of Col. George Gillingham, soldier and literateur and head of the Press Section of the Federal Communication Commission, has now been issued in printed form. It is without doubt the most informative and certainly the briefest publication the FCC has ever put out and is recommended as a refresher course even to those in the broadcasting industry who are already well informed on the subject.

According to the FCC "ABC", it was estimated in late 1946 that there were more than 60,000,000 radio sets in the United States.

X X X X X X X X

NAB-ASCAP NEGOTIATIONS REPORTED GOING ALONG SMOOTHLY

The joint committees representing the American Society of Composers, Authors and Publishers and the National Association of Broadcasters, which met in New York last week to consider the reports of three sub-committees which have been at work for the past two months on matters incident to the relations of the Society and the industry, apparently were optimistic with regard to renewing the NAB-ASCAP contract which expires in 1949.

Both President Deems Taylor of ASCAP and Judge Justin Miller of NAB expressed satisfaction with the nature and temper of the discussions. They joined in expressing conviction that continuing discussions will result in an amicable and mutually satisfactory outcome.

Television was also brought up at the New York meeting but nothing was given out as to any possible agreement on this phase of the negotiations.

X X X X X X X X X X

REPUBLICANS MIGHT HAVE HAND IN NAMING NEW FCC CHAIRMAN

If there is anything in the rumor that FCC Chairman Charles R. Denny is to retire and enter law practice in the Fall, it might mean that Republicans may have something to say about his successor. Already they are showing an interest in the reappointment of Commissioner Ray C. Wakefield whose term expires June 30th.

It is well known that Commissioner E. K. Jett would not want the chairmanship and very likely the new Commissioner Commodore E. M. Websters would not. So either in a successor to Wakefield, a Republican, if he is not to be continued on account of his alleged poor party voting record, or the man who would succeed Denny if the latter goes out, the President would be very apt to consult the Republicans to assure a Senate confirmation. In that way the Republicans might easily have a hand in naming a new FCC head.

X X X X X X X X X X

PHILCO ELEVATES GILLIES, V-P IN CHARGE OF RADIO

At their annual meeting in Philadelphia last week, Philco stockholders elected Joseph H. Gillies, Vice-President in Charge of Radio Production, and Robert F. Herr, Vice-President in Charge of the Company's Service Division, to the Board of Directors and re-elected the fifteen present Directors to serve for the ensuing year.

In addition, approval was given to an amendment to the articles of incorporation of the Company which cancelled and extinguished the 620,057 shares of B stock that were outstanding and owned by the Corporation. With this action, the outstanding capital stock of Philco Corporation consists of 100,000 shares of 3-3/4% Series A Preferred Stock and 1,375,143 shares of Common Stock.

X X X X X X X X X X X

:::: SCISSORS AND PASTE ::::

Fulton Lewis Now In $6,000 Class; Makes Fault Finding Pay
("Look Magazine")

Fulton Lewis, Jr. has risen to the top of radio as the most dogged fault-finder in the history of the broadcasting business. He has conveyed to a large part of the country the impression that Washington is an unending scene of riotous confusion and political debauchery.

This habit of the Washington radio commentator made him seem a wong-doer up until November 5, 1946, Election Day. It was then discovered that a majority of the voters appeared to share Fulton's views.

Lewis will earn at the rate of $6,000 per week from radio alone in 1947. If he continues lecturing, another $20,000 will be added. * * *

Lewis is not an employee of a broadcasting chain. Nor of any big sponsor. He's an independent operator who led in the development of co-operative sponsorship. When last counted, Lewis had 278 sponsors. His program which originates in Washington, from WOL-Mutual, goes out over 337 stations, 90 of them carrying him on a sustaining basis. He is so popular in some communities that he is broadcast twice a day, first "live" and later by transcription.

This complex broadcasting setup was built up by Lewis' business manager, William B. Dolph, former Washington radio-station manager, who had an undying faith that Lewis would catch on. Dolph now handles everything for Lewis, from buying Mrs. Lewis a new mink coat to supervising installation of a sound-proof studio at the farm. Dolph sends Lewis around the country on lecture tours to speak before service clubs, churgh groups and women's groups. He shows up well on the lecture platform and has added many thousands of regular listeners this way.

- - - - - - - -

Gives Radio Credit For Wide Distribution Of Good Music
(Olin Downes in "New York Times")

The extended tours the New York Philharmonic Orchestra and other musical organizations are making in America are largely due to the effects of radio. It is curious to look back upon the consternation that this agency occasioned when first it began to function on a big scale. It was going to kill not only the records, but the concert life of the country. It was going to give the final touch to the mechanizing and reproduction, at the expense of individual performance of music.

Of course, the precise opposite is what has happened. Radio, with all its shortcomings and artistic debaucheries, has distributed music and the love of significant music as nothing else could have done. The public wants to hear and to see at first hand the individual artists or the famous musical organizations it already has heard over the air. It is estimated that the interest in the concerts of the San Francisco orchestra has been such that its tour will largely finance itself, though the figures are not all in.

- - - - - - - - - - -

Observes When Television Is On, Radio Is Turned Off
(Larry Wolters in "Chicago Tribune")

David Sarnoff, long a leader in radio and television, said once "Some day no one will want to listen to a program he can't see." That may be an exaggerated view, for what will pictures add to the Gabriel Heatter show? Nevertheless, it is already a fact that when our favorite television shows are on the air our standard radio is silent.

The biggest draw on television so far as we are concerned, is that incomparable grunt and groan nonsense arranged by Fred Kohler at the Midway and Rainbow arenas on Monday and Wednesday evenings, respectively. On Monday after 9 P.M. we don't mind forgetting about radio and plopping for the "rassling" feature. (We hate to call it wrestling.) On Wednesday we find the choice more difficult.

- - - - - - - -

Believes Something Definite To Say As Important As "Voice"
(Walter Lippmann in "Washington Post")

Though money for radio broadcasts and printing is needed so that the voice of America may be heard in foreign lands, our greatest need is to have something definite, clear, and convincing for that voice to say. There would be little opposition in Congress to an appropriation if it were not for the feeling that the men who conduct our propaganda have little to do with the making of our policy, and that the sales department of the Government is, so to speak, writing advertisements about goods for which the production engineers have just begun to make the first blueprints.

As for the customers abroad, they are undoubtedly confused and suspicious, partly no doubt because the rival firm misrepresents us but chiefly because we sound so hot and bothered when, as a great power, they expect us to be cool and definite. Mr. Benton's difficulties with Congress and with the opposition abroad will diminish when his chief, Secretary Marshall, has had time to form and to organize a concrete American program for the settlement of the war.

- - - - - - - - - -

U.S. Amateur Contacts Wife's Parents In London
("Sylvania News")

Bob Palmer, key engineer in the development of the 3D24 transmitting tube is an avid amateur radio fan. His activities on the ten meter band over W2GSN paid off recently when he was able to contact Mrs. Palmer's parents in London. The process took about a year before he was able to locate a British amateur who lived near enough to their residence to permit them to take part in the transatlantic call. Four-year-old Bobby Palmer, who has never seen his grandparents, spoke to them for the first time.

X X X X X X X X

TRADE NOTES

The inauguration of direct radiotelephone service between Brazil and Holland over the facilities of Companhia Radio Internacional do Brasil, operating affiliate of the International Telephone and Telegraph Corporation, took place last week. It marked the first time that this service has been available between Rio de Janeiro and Amsterdam over the facilities of the I. T. & T. System.

Canada's publicly owned radio system, the Canadian Broadcasting Corporation, wound up with a deficit of $70,000 and top officials reported that the 1947-48 deficit would run to $265,000.

A. B. Dunton, Chairman, and Augustin Frigon, General Manager, told a House of Commons Committee that costs had risen sharply while the annual radio license fee remained at $2.50. The income from license fees amounted to $3,910,000 and that from commercial programs was $1,786,000.

Expenditures totaled $5,878,000 without any provision for depreciation.

Net income of Philco Corporation in the first quarter of 1947 totaled $1,609,754, after provision of $1,617,900 for Federal and State income taxes and $1,300,000 for inventory reserves, and was equivalent to $1.10 per share of common stock after allowing for preferred dividends.

These earnings compare with net income from operations in the fourth quarter of 1946, when no provision was made for inventory reserves, of $2,072,849 or $1.44 per share of common stock after preferred dividends.

Mrs. Ethel M. Baumgardner, 51 years old, wife of Emil Baumgardner, who for the past eight years has been Superintendent for the Radio Corporation of America in the Philippines, died last week in Manila. Mr. Baumgardner was a prisoner of the Japanese until liberated by the American Army Rangers at Cabanatuan, P.I.

More than 18,000 listeners jammed Madison Square Garden last Saturday evening for a special "Guess Who?" broadcast and gala party. Included in the audience were 300 patients from Army and Navy hospitals in the area. Following the broadcast, seven $100 bills and a brand new Ford were awarded to lucky listeners. Bert Lahr, Frank Fay, Dorothy and Dick Kollmar, Phil Brito and Luba Malina played "Guess Who?" and visual acts entertained the spectators. Sheffield Farms, sponsors of the program which is heard Saturdays at 7 P.M. over WOR, decided to hire the Garden because 7,771 listeners each won two tickets to a broadcast by identifying a mystery voice.

Establishment of a facsimile newspaper is planned in Springfield, Mass. in the near future. As the labor dispute involving the Springfield newspapers, three mechanical unions and the American Newspaper Guild neared the end of its eighth month, with two of the four struck newspapers back in publication, Harry Bliven, President of Film Group, Inc., industrial motion picture company, said a new corporation was being formed to publish the facsimile newspaper.

Unlike other facsimile newspapers planned in the country, Bliven said, the Springfield paper will be published on a "full-time" basis. The company will put its receivers into homes on a monthly fee basis, Bliven said.

The City Investing Company of New York has accepted the proposal of the Television Broadcasters' Association, Inc., for immediate installation of television antennaes in fourteen apartment houses in the greater New York area, as well as the Westchester, the largest apartment in Washington, D. C., which it controls and operates.

The TBA "Interim Plan", submitted to New York realtors several weeks ago who had banned television antennaes, permits tenants living inapartment houses to enjoy a television service if they so desire through the temporary installation of a limited number of conventional dipoles until such time as a master antenna system, capable of feeding a large number of receivers, can be fully developed, tested and installed.

Some Washington, D. C. department stores were quick to cash in last Saturday with the following notice in their regular advertising:

"See the National Celebrity Golf Tournament on
Television
Today, beginning at 12:30 P.M.
In Our Appliance Store, Adjoining the Main Building."

Norman S. McGee, formerly Assistant Vice President of Sales for WXQR, has been appointed Director of Sales for that station. Hugh Kendall Boice will continue in an advisory capacity as Vice-President in Charge of Sales.

Daniel R. Creato has been appointed General Attorney for the RCA Victor Division, Radio Corporation of America. Mr. Creato was formerly Assistant General Counsel, a position he had occupied since 1943. Mr. Creato, a graduate of the Temple Law School, became associated with the Legal Department of the RCA Manufacturing Company in March, 1935.

Lord Inverchapel, British Ambassador to the United States, resembles the late Major Bowes.

X X X X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
JUN 3 1947

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
JUN 4 1947
W. S. HEDGES

INDEX TO ISSUE OF MAY 28, 1947

RMA To Spread Self At Chicago Meet - Sarnoff Dinner Speaker.....1

No Republican Rumblings Heard Yet On Wakefield Confirmation.....2

"New York Times", Associated Press Add Daily Radio Columns.....3

"Juke Box Is Slot Machine Dressed Like A Lady" - Gene Buck.....4

Heffernan Elected To RCA Communications Board.....5

White Radio Hearings Dress Rehearsal For Next Session.....6
Frank Schreiber Succeeds Capt. Patterson As WGN Director.....6

Broadcasters Attend RCA Television Engineering Course.....7
Further Shake-up In Station WOL, Washington.....7

Kent Cooper, AP Head, Raps "Voice Of America".....8

Petrillo May Expel Union Musician Heading House Probe.....9
"Television Techniques", A New Book On TV Showmanship.....9

Admiral Ellery Stone Back Home As Vice-President Of I. T. & T....10
Queen Mary To Select Her Own BBC Birthday Program.....10

98,625 FM Sets; 7,886 Television Receivers Made In April.....11
Freedom Of Communication Is No. 1 Freedom.....11

New Type Control Room Designed For Crosley Television.....12
FCC Aids Cupid In Long-Distance Marriage Plans.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1776

May 28, 1947

RMA TO SPREAD SELF AT CHICAGO MEET - SARNOFF DINNER SPEAKER

A thousand industry leaders are expected at the twenty-third Radio Manufacturers' Association annual convention, June 10-12 in Chicago, which will conclude with a gala postwar banquet on Thursday evening, June 12.

"The Outlook for the Radio Industry", is the subject of the banquet address of Brig. Gen. David Sarnoff, President of the Radio Corporation of America. General Sarnoff will be the only speaker at the banquet except for an introduction of the new President of RMA, following conclusion by President R. C. Cosgrove of three terms of service covering the war and also postwar reconversion period. An all-star entertainment bill for the banquet guests, following the formal program, is being arranged.

At the RMA annual membership meeting and luncheon on Thursday, June 12, an official guest invited is Chairman Charles R. Denny of the Federal Communications Commission. He is now doubtful whether he can leave the International Telecommunications Conference at Atlantic City but hopes to extend greetings to the industry.

Three days of intensive business sessions, including meetings of twenty-five RMA Division, Committees and Sections also will occur during the annual convention, together with two meetings of the Association's Board of Directors. There will be no exhibits, and attendance will be largely of members and guests.

Following is the convention program in part:

Tuesday, June 10 -

10:00 A.M. - Advertising Committee (Set Division); Amateur Radio Committee; Surplus Disposal Committee and Speaker Section.

12:30 P.M. - RMA Committees' Luncheon

2:00 P.M. - Excise Tax Committee; Engineering Committee on Power Transformers; Legislative Advisory Committee and Purchase Orders Committee.

Wednesday, June 11

10:00 A.M. - Set Division Executive Committee; Tube Division Executive Committee; Transmitter Division Executive Committee and Section Chairmen; Parts Division Executive Committee and Industrial Relations Committee.

12:30 P.M. - Luncheon, RMA Board of Directors and Committee Members. Address: "RMA 'Radio-In-Every-Room' Promotion", Fred Eldean, of Fred Eldean Organization, Inc.

2:00 P.M. - RMA Board of Directors meeting; Credit Committee, Export Committee, Industry Statistics Committee; School Equipment Committee and Service Committee.

Thursday, June 12 - Annual Membership Meetings
10:00 A.M. - Set Division; Tube Division; Transmitter Division; Parts Division and Amplifier & Sound Equipment Division
12:30 P.M. - Annual RMA Membership Luncheon Meeting Official Guest - Hon. Charles R. Denny, Chairman, Federal Communications Commission; Address and Annual Report, President R. D. Cosgrove
2:00 P.M. - New RMA Board of Directors, Election of Officers and Reorganization; Traffic Committee

7:00 P.M. - RMA Industry Banquet; Address - "The Outlook For the Radio Industry", Brig. Gen. David Sarnoff, President, Radio Corporation of America

Friday, June 13 -
RMA Convention Golf Tournament - Radio Industries Golf Club of Chicago, Calumet Country Club.

As an added unscheduled convention feature, H. C. Bonfig has called attention to the fact that June 10th, the opening night of the convention, is also the date on which the Chicago Tribune is celebrating its centennial with what is advertised as the greatest display of fireworks that has ever been put on in this country. This display will be made on Northerly Island which is visible from the front windows of the Stevens Hotel, RMA convention headquarters.

X X X X X X X X X X X X

NO REPUBLICAN RUMBLINGS HEARD YET ON WAKEFIELD CONFIRMATION

If there is to be Republican opposition to the nomination of Ray C. Wakefield, a Republican from California, for another seven year term as Federal Communications Commissioner, the office of the Senate Interstate Commerce Committee, which is to pass upon the nomination and has now had his name before them for a week, hasn't heard about it. In face, the Senate Committee office appeared to regard the nomination as routine.

It had been reported in certain quarters that Commissioner Wakefield's voting record had not met with the approval of the Republican National Committee and that Carroll Reece, the Chairman, had complained of the absence of "stalwart Republicans" on the FCC. Mr. Wakefield, nevertheless, has the backing of Senator John R. Knowland, California and Republican member of the California delegation.

As a rule, the FCC nominations have been tardy, especially in President Roosevelt's time. However, President Truman sprang a surprise in sending up Wakefield's name six weeks ahead of time as his term does not expire until July 1st.

As yet no date has been set by the Senate Committee to consider the nomination.

X X X X X X X X X X

"NEW YORK TIMES", ASSOCIATED PRESS ADD DAILY RADIO COLUMNS

The New York Times has added a daily radio column, "The News of Radio" written by Jack Gould, Radio Editor. Heretofore on weekdays the Times has simply carried programs and highlights.

It is reported that the Associated Press will also start a new daily radio column, coast-to-coast wire service, written by Mark Barron, who formerly did a Broadway column for the AP.

The following letter was sent to the editor of the New York Times last week by David Sarnoff, President of the Radio Corporation of America, praising the Times' radio staff:

"I am reminded by our record of the milestones of radio that May 21, 1947, markes the twenty-fifth anniversary of the Sunday radio page of the New York Times. That date is memorable to veterans of radio. The Times through its pioneering in this field of journalism gave great encouragement to the young and struggling radio industry.

"I am aware that The Times record as a pioneer in recognizing the value of radio extends back to the early days of wireless, in fact, to the turn of the century. For it was this newspaper, under the leadership of Adolph S. Ochs, that was among the first to headline Marconi's invention. Your editorials of that era are evidence that The Times was quick to realize that the achievement of transatlantic radio in 1901 was the dawn of a new world-wide service, not only for news gathering, but for international communication.

"May I extend to you and your radio staff congratulations on all they have accomplished over the past quarter century in accurately and thoroughly reporting not only the scientific developments of radio but also radio as an art. The thousands of columns which you have devoted to broadcast programs as a service to the public have been an outstanding contribution not only to your readers, but to the broadcasting industry.

"Your radio pages have provided a running story of the progress of radio. The constructive criticism of your radio editors and music editors has been extremely helpful to radio in charting its way as a new medium of entertainment and education."

General Sarnoff long ago recognized the excellence of the New York Times by securing the services of Orrin E. Dunlap, Jr., who was the Times' radio editor from 1922-40, and who is now RCA Director of Advertising and Publicity and whose latest book, "The Future of Television" has just been published by Harper & Brothers.

Succeeding Times' radio editors have been Thomas Kennedy, John K. Hutchins and Mr. Gould.

X X X X X X X X X X

"JUKE BOX IS SLOT MACHINE DRESSED LIKE A LADY" - GENE BUCK

Gene Buck, past President of the American Society of Composers, and Fred Waring, noted orchestra leader, co-starred at a juke box hearing of the House Judiciary subcommittee in Washington Friday which was considering three bills to revamp the 1909 Copyright Act. Two of the bills, which are practically identical, propose to strike out of the law a paragraph which exempts rendition of music by coin-operated machines, better known as juke boxes (H.R. 1269 and 2570). The third bill (H.R. 1270) would permit performers to copyright their arrangements or interpretations of musical numbers by copyrighting the records. Only the words and the melody can be copyrighted now.

Gene Buck went along with Waring on the first two. To the third he said he and all of ASCAP were "violently opposed".

Mr. Waring, who is President of the National Association of Performing Artists, told the Committee that the repetition of numbers by juke boxes and recorded radio shows wear out their popularity in no time at all, although the juke box impressarios and radio disk jockeys do well enough.

"We who are the interpretive and performing artists", he said, "have no legislative recognition of our interpretive rights in the United States and therefore have been subject to unauthorized commercial exploitation of our efforts."

It takes more than the present law designed to cover the old-fashioned penny arcades and nick deons to control a present day juke box, Waring declared.

The bandleader told the Committee that while the old statute remained stationary, the science of amplifying music by mechanical means went forward by leaps and bounds.

Juke boxes are now sounding off some 5,000,000,000 a year, it was said, at a rate calculated to "satiate" the public with popular tunes before authors, composers and producers can obtain a fair return on their creations.

Mr. Waring said that the men who create the most popular numbers receive only a 2-cent return on records which might be played 200 to 1,000 times in a juke box until they become as frayed as the public's nerves.

Representative Fellows, Republican of Maine, testified that the present juke box and its $232,000,000 annual take is "a far cry from the old penny arcade with earphones when only one set of ears at a time was regaled with horrible noises."

Mr. Buck pointed out that Congress had exempted coin-operated machines from the law back in the days of the penny arcade when radio, talkies and the juke box were not even heard of.

As reported in the Washington Post:

"Tall, slender and impressively gesturing, Gene Buck described how it used to be.

"'You know', he said, 'back in 1909 you went into one of these penny arcades - one of these nickelodeons - and dropped your penny in the slot. . . .'

"He dropped an imaginary penny in an imaginary slot and waited for the machinery to start working.

"'. . .Then you put on a pair of earphones. . .'

"He attached a pair of non-existent earphones to his head and leaned forward, listening intently, a faint expectant smile on his face. The committee leaned forward too, straining to hear.

"'. . . and you got 'The Stars and Stripes Forever'. By John Philip Sousa.

"'But nobody heard it but you, yourself alone. It was not a public performance.'

"The juke box, he said, is a different matter altogether.

"'They took the old slot machine', he explained, 'and dressed it up like a lady.'

"And now, he confided, the juke box industry has developed into a business that grossed 232 million dollars last year.

"While Buck was in the midst of explaining why composers and writers don't want the bill to permit copyrights of arrangements, the bell rang for a House roll call, and the Committee had to go. In the midst of apologies all round, a man rose from a huddle at a table right under the Chairman's desk.

"'We want to be heard', he said. 'We're the juke box industry.'"

The subcommittee will hold another session in about a week.

X X X X X X X X X X

HEFFERNAN ELECTED TO RCA COMMUNICATIONS BOARD

Joseph V. Heffernan, Vice President and General Attorney of the Radio Corporation of America, has been elected to the Board of Directors of RCA Communications, Inc., New York.

Mr. Heffernan succeeds Col. Manton Davis, retired New York attorney.

X X X X X X X X X X

WHITE RADIO HEARINGS DRESS REHEARSAL FOR NEXT SESSION

It is not believed that there is much chance of Congress acting upon either the bill of Senator Wallace White (R), of Maine, to reorganize the Federal Communications Commission, or the identical measure of Representative Charles A. Wolverton (R), of New Jersey, at the present session. As yet no date for hearings have been set for either bill.

Major provisions in the bills would bar political broadcasts on election day and the day before; deny the right of radio stations to censor political broadcasts but exempt them from libel or slander suits in such cases; forbid a single person or company to own radio stations serving more than one-fourth of the country's population; require radio stations to make known to listeners "all pertinent details about those who speak over the radio" and "plainly label editorial opinion or comment as distinguished from straight news", and require news broadcasters to specify the source of their news.

Senator White said that there was no desire to prevent the broadcasting of opinion or comment but only to label it as such.

Another provision in the measure, which is the result of seven years of Congressional study, would make it clear that the Federal Communications Commission "does not have the authority to tell a licensee, directly or indirectly, what he can broadcast or cannot broadcast, or how he should run his day-to-day business."

Representative Wolverton said that during the last ten years the Commission under the regimes of James L. Fly, Paul Porter and Charles M. Denny had been "in constant difficulty both in and out of Congress over its policies."

"The present Radio Act basically is more than 20 years old, he added, "and the industry, which has made tremendous strides in a quarter of a century, is handicapped by antiquated legislation."

A section of the Bill prohibiting discrimination between licensees, said Senator White, would "prevent the Commission from adopting any rule, regulation or policy which denies radio broadcasting licenses to newspapers."

X X X X X X X X X X

FRANK SCHREIBER SUCCEEDS CAPT. PATTERSON AS WGN DIRECTOR

Two new Directors were elected at the annual meeting of WGN, Inc., held last week. Henry D. Lloyd, Jr. replaces his father, who has retired from the Board after a long period of service. Frank P. Schreiber, General Manager of WGN, was named a Director to succeed the late Capt. Joseph Medill Patterson.

Col. Robert R. McCormick was reelected President of the Corporation, with Chesser M. Campbell, Vice-President; Elbert M. Antrim, Secretary; Mr. Schreiber, Treasurer; and J. Howard Wood, Auditor and Comptroller

X X X X X X X X X X

BROADCASTERS ATTEND RCA TELEVISION ENGINEERING COURSE

Thirty-three broadcast engineers, representing the major radio networks and leading independent stations which are operating or planning television service last week at Camden attended the first television engineering clinic ever conducted in the industry. The five-day course was sponsored by the RCA Engineering Products Department.

Lecture classes, employing the latest techniques of audio-visual instruction, including motion pictures and slides, were supplemented by "on-the-job" training with television production units identical to those which the broadcasters may soon be using in their own stations. A specially written 200-page text containing all the material covered by the clinic was prepared in a leather-bound edition for each of the broadcasters, for later use as a reference guide.

Among the broadcasters who attended the conference were: J. L. Middlebrooks, and two others, American Broadcasting Company, New York; Paul Wittlig and three others, Columbia Broadcasting Company, New York; Lewis R. Tower, Mutual Broadcasting Company; Frank W. Harvey, and two others, WMAL-ABC, Washington, D. C.; A. E. Evans, ABC, San Francisco, Cal.; T. B. Palmer, ABC, Hollywood, Cal.; Sidney Stadig, WBZ, Boston; E. C. Horstman, ABC, Chicago; Robert A. Fox, WGAR, Cleveland; William Clancy, WTIC, Hartford; John M. Sherman, WTCH, Minneapolis; J. Duncan, WLW, Cincinnati; Glenn Boundy, The Fort Industry Co., Detroit, Michl; and William M. Stringfellow, WSPD, Toledo, Ohio.

X X X X X X X X X X

FURTHER SHAKE-UP IN STATION WOL, WASHINGTON

WOL General Manager, T.A.M. Craven has announced the resignation of Program Director, Arthur J. Casey and Sales Promotion Director, Tom Means - from their posts with the Cowles outlet in the Nation's Capital.

Roy Passman, operations Director at Station WTOP in Washington has been named to succeed Mr. Casey, whose resignation closely followed that of Merle Jones, General Manager of WOL, but as yet no one has been appointed to the sales promotion post formerly held by Mr. Means.

Mr. Passman will take up his duties at WOL June 9th and will be responsible for the complete operation of the station under the direction of Commander Craven, General Manager. Mr. Passman comes to WOL with a varied radio background dating from 1935 when he joined the CBS outlet in Washington.

X X X X X X X X X X

KENT COOPER, AP HEAD, RAPS "VOICE OF AMERICA"

Kent Cooper, Executive Director of the Associated Press, upon being awarded an honorary degree for his fight for freedom of news communications by the Medill School of Journalism of Northwestern University at Evanston, Ill., last Monday, took the occasion to express himself on the subject of the "Voice of America".

Honorary doctor of laws degrees went to Mr. Cooper, Col. Robert R. McCormick, editor and publisher of the Chicago Tribune; John S. Knight, President and publisher of the Chicago Daily News, and Roy A. Roberts, President of the Kansas City Star Co.

Thomas J. White, President of the Chicago Herald-American, and Richard J. Finnegan, publisher of the Chicago Times, were awarded the honorary degree of doctor of journalism; Marshall Field, President and publisher of the Chicago Sun, the degree of doctor of humane letters, and Ben Hibbs, editor of the Saturday Evening Post, the degree of doctor of literature.

Mr. Cooper said:

If communism was to be thwarted, "not propaganda, but the abhorrent method of military force alone, could accomplish it. Even if all the vast hordes of underprivileged in all of Eastern Europe had radios, and thus could hear the voice of America, I am afraid they would spurn communism and rejoice only if the voice of America were something more than a voice - military power, food, clothing, land, homes and freedom", he said.

Mr. Cooper said the legalization by Congress of the State Department news agency, "is quite radical and far reaching", adding:

"Congress itself recognized the perils involved by throwing many safeguards around its authorization. It could not, however, supply the propaganda department's administration with supermen having the super-judgment and super-ability to qualify as the 'Voice of America'. No such marvelous human beings exist." * * *

Of the possible effect of the official news program on Russia, Mr. Cooper said:

"Even if, in any considerable numbers, the Russian people ever are able to hear our Government broadcasts, which only a few can hear, they are not going to turn against their officials. Indeed, in all the history of foreign propaganda, there is no record that any people at any time ever overthrew their government because foreign propaganda against their leaders was fed them."

The American Government, by entering the world-wide propaganda contest, Mr. Cooper declared, was becoming involved in a "vicious circle" in which "some countries are carrying on news propaganda with some of the money they have obtained through American financial credits."

X X X X X X X X X

PETRILLO MAY EXPEL UNION MUSICIAN HEADING HOUSE PROBE

Because Representative Kearns (R), of Pennsylvania, a music teacher by profession, who heads a House Labor subcommittee to investigate Petrillo and the American Federation of Musicians, has accepted an invitation to be guest conductor at Dr. Joseph Maddy's Interlochen (Mich.) Music Festival in July, Petrillo is expected to expel him from the Musicians Union.

The National Music Camp at Interlochen was placed on the Union's "unfair list" several years ago. At that time, Petrillo said action would be taken to expel from the union any member who played or conducted at the camp.

Explaining the scope of the House Petrillo investigation, Chairman Fred A. Hartley, Jr. (R), of the House Labor Committee, said that "we will look into the conduct of the musicians' union and its operations generally." Petrillo himself is expected to be the first witness.

Members of the subcommittee, besides Kearns, are Representatives Nixon (R), of California, and Braden (D), of North Carolina.

Kearns already has traveled to Montreal and Chicago to collect information. Nixon said he was leaving at once for California to obtain data on Petrillo's relations with the film industry.

The hearings will start as soon as the Supreme Court rules on the constitutionality of the 1946 "Anti-Petrillo Act".

A Federal Court at Chicago ruled the law violates the Constitution in four ways. The Government has appealed.

X X X X X X X X X X

"TELEVISION TECHNIQUES", A NEW BOOK ON TV SHOWMANSHIP

Described as a complete guide to good showmanship is "Television Techniques", a book by Hoyland Bettinger, formerly General Manager of the General Electric television station WRGB, at Schenectady, which has just been published by Harper & Brothers in New York (Price $5.00).

Said to be the first comprehensive manual on television program production, the book, according to the publishers, "orients the reader to the whole medium of television, explains the psychological and aesthetic significance of television techniques, shows when and how certain techniques may be employed and their effect on the audience. The author sets forth the factors entering into virtually all types of program production, emphasizing throughout the basic principles involved. His treatment of the subject covers the problems of equipment, composition of the picture, photography, scriptwriting, direction of the play, each of these being so pre-

sented that the reader may apply them to his own tastes and in his own way. Line drawings are used throughout the text to illustrate graphically the means and methods discussed.

"The book is directed to all who make use of the television medium: the sponsor and his aids, script and continuity writers, studio crews, control room personnel, remote pick-up units, actors and producers."

X X X X X X X X X X X X

ADMIRAL ELLERY STONE BACK HOME AS VICE-PRESIDENT OF I.T.& T.

Rear Admiral Ellery W. Stone has been elected a Vice-President of the International Telephone and Telegraph Corporation. Admiral Stone has just returned to this country following a distinguished war career during the past four years in the Mediterranean theater. He served as Chief Commissioner of the Allied Commission for Italy until recently, with headquarters in Rome.

A native of California, Admiral Stone attended the University of California where he specialized in radio engineering. For more than twenty years he has served in various executive capacities with the I. T. & T. System, or predecessor companies. From 1924 to 1931 he was President of the Federal Telegraph Company, and from 1931 to 1937 was operating Vice-President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice-President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy.

In addition to his various campaign decorations during World Wars I and II, including the Naval Reserve Medal with two bronze stars, Admiral Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy, and a Knight of the Grand Cross of San Marino.

X X X X X X X X X X

QUEEN MARY TO SELECT HER OWN BBC BIRTHDAY PROGRAM

The British Broadcasting Corporation has accorded Queen Mary the unusual privilege of choosing an entire evening's program in celebration of her 80th birthday which was last Monday. The special program, however, will not be broadcast until next Friday, May 30th.

X X X X X X X X X X X

98,625 FM SETS; 7,886 TELEVISION RECEIVERS MADE IN APRIL

FM-AM radio receiver production during April jumped 47 per cent over that of March as all set manufacturing showed a weekly average higher than in the first quarter of 1947, the Radio Manufacturers' Association reported Monday.

An estimated 98,625 radio sets with FM reception facilities were manufactured by RMA member-companies in April as compared with 67,264 in March. Actual production during a five-week period, March 31-May 2, inclusive, was 112,256, whereas the March report covered only four weeks, March 3-28 inclusive. RMA reports are made on a weekly basis.

April's estimated production of all types of radio receivers by RMA companies was 1,548,540 as compared with 1,377,269 in March. Actual production during the five-week period, March 31-May 2, inclusive, was 1,579,723.

Television receiver production in April showed a slight gain over March, reaching 7,886 for the five-week period as against 6,639 for the four-week March period.

X X X X X X X X X X

FREEDOM OF COMMUNICATION IS NO. 1 FREEDOM

Addressing the Daughters of the American Revolution in Washington, Justin Miller, President of the National Association of Broadcasters, said:

"I am sure that I speak for the broadcasters of America when I pledge to you full cooperation in your efforts to secure and maintain that maximum freedom in all information media, which is vital to common understanding and unified action among the peoples of the world.

"Eternal vigilance is, indeed, the price of freedom, and only if we are alert to the facts of life - politically, economically, socially - in this great country, the United States of America, can we preserve the institutions which have made it great, and protect the people who have built and maintained those institutions. Benjamin Franklin said, at the concluding session of the Constitutional Convention in 1787, 'There is no form of government but what may be a blessing to the people if well administered for a course of years, and can only end in despotism, as other forms have done before it, when the people shall become so corrupted as to need despotic government, being incapable of any other . . . ."

"May it please God, that freedom of communication in these United States -- freedom of the press, of motion pictures, of speech in all forms -- shall help, long, to prevent the despotism which comes only to a corrupted people; people no longer capable of a self-government which is free of the controls of strong men who give such security as they please, at the price of slavery."

X X X X X X X X

NEW TYPE CONTROL ROOM DESIGNED FOR CROSLEY TELEVISION

A new type of television control room has been designed by Richard W. Hubbell and Associates for the studios being constructed in Cincinnati by Crosley Broadcasting, operators of WLW.

"This new design made for Crosley on a non-exclusive license basis should cut production costs", Mr. Hubbell stated. "Mechanical details of producing a show are simplified. Factors making for nervous strain are minimized. A streamlined, more efficient production system is made possible. This can cut production costs by decreasing rehearsal time and improving production values."

The design has been arranged so standard units of equipment offered for sale by television manufacturers can be used with slight modification.

X X X X X X X X X X

FCC AIDS CUPID IN LONG-DISTANCE MARRIAGE PLANS

The Federal Communications Commission has advised a Florida inquirer that there is nothing in the law governing radio communications to prevent two licensed amateur stations being utilized to consummate a wedding ceremony between a couple separated by the Pacific ocean - a soldier on Saipan and his fiancee in the United States.

However, in blessing the proposed long-distance nuptials, the Commission cautions participating "hams" not to violate Section 12.102 of the Amateur Rules which forbids an amateur station "to transmit or receive messages for hire, or * * * to communicate for material compensation, direct or indirect, paid or promised".

It further points out that although article 8 of the International General Radio Regulations (Cairo Revision, 1938) contains certain prohibitive provisions regarding the transmission by amateur stations of "international communications" emanating from third persons, those provisions apply to communications between amateur stations licensed by and responsible to different sovereign governments, but not to communications between amateur stations both of which are licensed by and responsible to the Government of the United States. By a circumstance helpful to this particular romance, the United States is the present government of Saipan.

X X X X X X X X X X

J. Arthur Rank, British film leader, told newsmen in New York that experiments with theatre television in London will be started next Fall.

X X X X X X X X X X

SCISSORS AND PASTE

"Government By Television" Is Predicted
(By the Associated Press)

An attorney for television interests said Tuesday that "Government by television" is contemplated in the event of a sudden outbreak of atomic warfare.

Arguing before the Federal Communications Commission, Thad H. Brown, Jr., counsel for Television Broadcasters' Association, said national safety and a Nation-wide television broadcast setup have a definite relationship.

He contended that the broadcasting band now assigned for use by television relay stations should not be disturbed.

"It is understood that Government plans are now in the developmental stage for the fullest utilization of television broadcasts in the event of a national crisis", he testified.

Brown did not elaborate at the FCC hearing, but later he told a reporter that his information on possible "government by television" came largely from Congressional sources.

"If we all had to go underground in a national emergency", he said, "the administrative functions of the Government could be carried on by a television system which would permit personal conferences between officials separated by long distances. Business contracts have been consummated by this method. The Government can do the same thing."

- - - - - - - - - - - -

Harry Butcher's Know-How Paying Off At KIST
(From "Variety")

Harry Butcher's KIST, at Santa Barbara, Calif., is more and more integrating itself into the community pattern and for a new outlet is making an appreciable dent in community habit.

Top coverage to date was the recent municipal election, when Butcher not only cooperated with the Junior Chamber of Commerce to get out the vote, but turned in one of those all-night station runs. Salesmen, off-duty technicians and volunteers covered the city's 65 precincts, with the news bureau working out of City Hall. Not until 6:25 A.M. was the result of the mayorality-City Council contest known, but KIST was still pitching away on returns.

Butcher's years of know-how as a CBS, Washington, D.C. veepee and overall radio background are paying offon a community level.

- - - - - - - - - - - -

Who Are The Damned?
(Kiplinger Magazine)

"Radio Listeners Be Damned", in the February issue of Kiplinger Magazine, brought complaints from some segments of the radio industry. * * *A. D. Willard, Jr., Executive Vice-President of the National Association of Broadcasters, submits the case for broadcasting in Kiplinger's for May of which the following is an extract. The NAB has reprinted a facsimile of a page of Mr.

Willard's reply but for some reason has labelled it "For Distribution to N.A.B. Members Only").

"Some persons in high government positions have joined the crusade against radio. No system of radio dominated by government ever has captured anything approaching the mass audience delivered by American radio. The hands of the government in radio are fumbling hands.* * *

"The utility of radio is in its appeal to the many, and the great force it offers to the few who want to reach the many. That is its great power. It was conceived in the same crucible which produced the atom bomb and, properly employed, it possesses the capacity to nullify the terrors of that awful instrument.

"But it will not be so employed as long as a militant and unthinking minority trumpets not 'The radio be damned' but, in truth, 'The public be damned.'"

- - - - - - - - - - - - - - -

Publisher Telling the Truth Apparently Causes Surprise

(Extract from an advertisement by Simon and Schuster, New York publishers, about "Aurora Dawn", a new book along the line of "The Hucksters" criticizing radio advertising.)

Tohu-bohu

Well, you could have knocked us over with a preposition. What afuss!

A couple of weeks ago your correspondents, in an ad headed, "Boy, were we wrong!" said they thought their jacket on Herman Wouk's Aurora Dawn had been too blurby.

Since then the ad's been quoted in a nation-wide hook-up over CBS, in a letter to The New York Times Book Review by Russell Maloney and run verbatim in last week's issue of The New Yorker, in a piece by a self-confessed slithy tove, one Frank Sullivan.

We're amazed. What's so newsworthy about admitting you're wrong? We're often wrong. We're probably being wrong this minute, hacking away at this subject. A bookjacket, fellows, is planned to put the book's best foot forward. A publisher (no matter what some authors may tell you) is human, and is likely to exercise, occasionally, his human prerogative of placing his foot in his mouth, instead.

"ell, anyway, it's a pleasure to report that the delightfully fresh and funny Aurora Dawn (the adjectives are not ours - they were copyrighted by The New York Herald Tribune in its review) is quietly climbing the best-seller list, having moved from 15th to 9th in a week on the New York Times listing.

X X X X X X X X X X

TRADE NOTES

Beginning next Monday, June 2nd, the office hours of the Federal Communications Commission will be changed to 8:30 A.M. to 5 P.M. Monday through Friday.

A. F. Wild has been appointed Sales Manager of Television Equipment in the General Electric Transmitter Division in Syracuse. Mr. Wild has been with GE since 1937 when he was graduated from Tufts College with a BS degree in Electrical Engineering.

Carl Gebuhr, CBS Press Information Director in Washington, has been promoted to the WTOP-CBS Sales Department, it was announced last week by WTOP General Manager Carl J. Burkland.

Mr. Gebuhr joined the Columbia Broadcasting System in January 1946 to handle press information in Washington for the network and for WTOP, Columbia's outlet in the nation's capital.

In welcoming the move of Mr. Gebuhr to the WTOP Sales Department, Sales Manager Maurice B. Mitchell said:

"WTOP is delighted to advise its local clients of the addition of Carl Gebuhr to its local sales staff. Mr. Gebuhr is well acquainted with the Washington market as well as with the programs and people featured by this station in its effort to maintain a well-balanced schedule."

Television demonstrations by WTMJ-TV, Milwaukee Journal video station, are drawing big crowds in that city. According to officials of the station, crowds totaling 455,398 have seen the demonstrations over a period of 19 days of exhibition.

The Senate passed and sent to the House last week legislation to permit former Senator Wheeler (D), of Montana, who in the last Congress was Chairman of the Interstate and Foreign Commerce Committee, to serve as special counsel for the Senate War Investigating Committee in its inquiry into the price the Navy paid for Arabian oil without giving up his private law practice.

Representative Rankin (D), of Mississippi, addressing the House last week, criticized the broadcasts of Henry Wallace, saying:

"When Wallace attacks President Truman, assails the patriotism of Martin Dies, and lines up with the Communist Party to abuse the gentleman from New Jersey (Mr. Thomas) - when he lines up with the Communists who are trying to undermine America and attacks me because of my work in creating the Committee on Un-American Activities and keeping it alive - I say, when he lines up with the un-American elements and uses the radio to broadcast his un-American propaganda, it is time that the American Congress did something about the misuse of the radio throughout this country for that purpose."

The Moscow radio advised Russian business enterprises and educational institutions last week that, effective immediately, their advertising would be accepted for broadcast on the Moscow City radio network at rates in accordance with an "established tariff". It was directed to "economic, industrial, trading, cinema and theater enterprises, Soviet and scientific institutions, educational institutions and other organizations."

Since the Commissioners are chuck-a-block with hearings and oral arguments all this week, the regular Thursday, Federal Communications Commission meeting has been postponed until 10 A.M. next Tuesday, June 3rd.

The Federal Works Agency has announced award of a contract for construction of a Federal Communications Commission radio laboratory at Laurel, Maryland, a suburb of Washington, D. C. The laboratory is to be constructed by the Joseph S. Behen Construction Co., Inc. of Washington, at a price of $52,674, it was disclosed.

The laboratory will be located on Clearly Road. Construction plans call for a workshop-type brick building, 60 by 30 feet, two stories high with a concrete foundation. The roof will be flat so that it can be used for the calibration of instruments.

To provide overseas airlines with a semi-automatic navigational aid for bringing aircraft to their destinations directly and safely from distances up to 1500 miles offshore, the Philco research laboratories have developed a new 35-pound direct-reading Loran receiver at an estimated price of $2,500 that gives position "fixes" precisely in seconds instead ofminutes, without chance of human error in taking the readings. Delivery dates were indicated to be late this year or early in 1948, Loran stands for long range navigation and was developed during the war.

A new type of radio program, called "CBS Views the Press", will be presented over WCBS, New York City key station of the Columbia Broadcasting System, on Saturdays, beginning May 31, from 6:15 to 6:30 P.M., EDT. These broadcasts will comprise critical analyses of the metropolitan New York press - including newspapers, magazines, and press associations. The programs will attempt an objective examination of the press and will represent the cooperative effort of the entire Columbia news staff.

Management's establishment of scholarships in trade schools, as well as in colleges, as a means of achieving the proper training of industrial personnel was advocated by Maj. Gen. Harry C. Ingles, President of RCA Institutes, Inc., in an address Monday at the National Conference on Training and Education in Industry in New York City.

X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

NATIONAL
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
JUN 5 1947

INDEX TO ISSUE OF JUNE 4, 1947

Sen. White To Retire In '48; May Hasten Radio Bill Passage.....1

New England FM Station Offers Program To Others At Cost.....3

WGN Orders Highest Power TV Transmitter - To Be On Air Oct.....4

RCA Lab. Head Reminds Us Thinking Can Be Taught.....5
500 Cities, 47 States Earmarked For FM; California Leads.....5

Farnsworth Elects Allgood V-P; Martin, Elmendorf, Directors.....6
E. J. Noble, ABC Chairman, Gives Generously To Hospitals.....6

Senator Gurney Happily Remembers Happy Jack Of WNAX.....7
FCC Explains Reservation Of Broadcast Call Letters.....7

Washington Newspapers Raise Radio Advertising Rates.....8
Detrola Sales On The Up And Up.....8

NBC's Washington, D. C. Television Station To Open June 27.....9
Army Uses Television To Help Recruiting.....9

Warner Of MBS Discovers "Moscow Mary"; Mundt Bill Up.....10
Flamm Petition For Newark Station Rehearing Denied.....10

Zenith Not Advertising; Can't Catch Up With Demand.....11
Russia Likes Radio Commercials, Moscow Discovers.....11

Truman's New Plane "Independence" Has Radar And Everything.....12
Schreiber, WGN, To Participate In N.W. University Broadcast.....12
FCC Seeks To Make Cheaper Stenographic Reports.....12

Scissors And Paste.....13

Trade Notes.....14

No. 1777

June 4, 1947

SEN. WHITE TO RETIRE IN '48; MAY HASTEN RADIO BILL PASSAGE

Confirming rumors which began to be heard years ago, Senator Wallace White, (R), of Maine, 69 years old, Senate Majority Leader and Chairman of the Interstate Commerce Committee, who has had a hand in practically all the radio legislation ever written, will retire from the Senate at the conclusion of his term next year. This became known when the Sun, the newspaper in Lewiston, Me., Senator White's old hometown, printed the following statement from him:

"I now announce that long and thoughtful consideration have persuaded me that I should not seek further service in the Senate. It is early to reach such a decision, but having done so I think it wise to make it known.

"As a member of the national House and Senate I have found deep satisfaction in my efforts to represent and serve the people and the interests of our State. Notwithstanding political differences and such mistakes as I may have made, it is my hope that the people of Maine will believe my motives and purposes to have been worthy of them.

"At the expiration of my term I hope to renew old acquaintances, go fishing and in other ways enjoy in full measure our beloved State."

Naturally the first question raised by the Senator's forthcoming retirement was how, if in any way, this might affect the passage of the White-Wolverton Radio Bill (S. 1333; H.R. 3595) for the reorganization of the Federal Communications Commission, introduced in the Senate and House simultaneously by Mr. White and Representative Charles A. Wolverton (R), of New Jersey, Chairman of the House Interstate Commerce Committee week before last (May 23). While passage had never been expected this session, the general opinion was that consideration of the newRadio Bill would be speeded up considerably the belief being that Senate and House leaders, both, would like to dispose of it while they still could have the advice of Senator White as actually he wrote the bill almost entirely by himself.

Hearings may begin within the next two weeks and already the Senate and the House have appointed subcommittees to consider the bill. In the Senate the group will consist of Senator White himself as Chairman, Senators Charles W. Tobey (R), of New Hampshire, Edward H. Moore (R), of Oklahoma, Ernest W. McFarland (D), of Arizona, and Edward C. Johnson (D), of Colorado. In the House the Republicans will be Representatives Evan Howell of Illinois,(Chairman), Leonard W. Hall, New York, Joseph O'Hara, Minnesota, James I. Dolliver, Iowa and Hugh D. Scott, Jr., Pennsylvania. Democrats - Oren Harris, Arkansas, Richard Harless, Arizona, and one other yet to be appointed.

In the meantime members of the National Association of Broadcasters' Legislative Committee will meet in Washington tomorrow (Thursday, June 5) at the call of President Justin Miller to discuss the White Bill. They are J. Harold Ryan, WSPD, Toledo, Ohio (Chairman); Joe B. Carrigan, KWFT, W ichita Falls, Texas; Wayne Coy, WINX, Washington, D. C.; Don S. Elias, WWNC, Asheville, N. C.; Herbert Hollister, KMMJ, Grand Island, Nebraska; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York; Frank M. Russell, NBC, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, MBS, New York; O. L. Taylor, KGNC, Amarillo, Texas; and Louis Wasmer, KGA, Spokane, Washington.

Another question which came up was, though relieved of his heaviest duties, particularly the recent added burdensome responsibilities of Senate leader, whether or not Senator White might take up some lighter tasks rather than to let down too suddenly. Senator White several years ago was mentioned as a member of the Federal Communications Commission and later as President of the National Association of Broadcasters when Justin Miller was considered for that position. Or Mr. White, who has a residence in the most beautiful part of Washington, a lawyer by profession, might follow the lead of former Senator Burton K. Wheeler, Senator White's predecessor as Chairman of the Interstate Commerce Committee and take up the practice of law. Conceivably Senator White might even join Senator Wheeler as, though of different political faiths, they have always been friendly and worked well together. However, there was no comment from the Senator on either his retirement or his future.

"I am not ready to talk about it", he said.

Also he had nothing to say regarding the announcement of Representative Margaret Chase Smith (R), of Maine that she would be a candidate to succeed him in the Senate.

As to those in line to succeed Senator White if the next Senate is Republican, it could be Senator Tobey, of New Hampshire, Senator Reed of Kansas, Senator Brewster of Maine, Senator Hawkes of New Jersey (if re-elected), Senator Moore of Oklahoma (if re-elected), Senator Moore of Oklahoma (if re-elected) or Senator Capehart of Indiana. On the Democratic side, the line of succession would be headed by Senator Johnson of Colorado, who is up for re-election in 1948 but has announced he will not run, Senator Stewart of Tennessee, Senator McFarland of Arizona, Senator Magnuson of Washington, Senator Myers of Pennsylvania and Senator McMahon of Connecticut. If the Republicans continue in power, Senators Tobey and Reed would very likely jump at the chance to get the Chairmanship as they both fought Senator White for the post contending that if he took the Senate leadership, he should not also hold the chairmanship of the Interstate Commerce Committee.

Senator White was born at Lewiston, Maine, August 6, 1877; graduated from Bowdoin College; member of the bar of the District of Columbia and of Maine; was elected to the House of Representatives of the Sixty-fifth Congress and to each succeeding Congress up to and including the Seventy-first; in September 1930 was elected

United States Senator from Maine, was reelected in September 1936 and in September 1942; was appointed by President Coolidge as a delegate of the United States to the Pan American Electrical Communications Conference in Mexico City in 1924, and by the Secretary of State as a United States delegate to the International Telegraph Conference in Paris in 1925, and as an unofficial observer of the United States at the International Juridical Conference on Wireless Telegraphy, held in Geneva, Switzerland in 1927; was appointed by the President as a United States delegate to the International Radio Telegraphic Conference in Washington, D. C., in 1927, as Chairman of the United States delegation to the International Conference on Safety of Life at Sea, held in London, England, in 1929, by the Secretary of State as Chairman of the United States delegation to the meeting of the International Technical Consulting Committee on Radio Communications, held at Copenhagen in 1931, and by the President as Chairman of the United States delegation to the International Radio Conference, Cairo, in 1938; is a member of the Board of Overseers of Bowdoin College; received honorary degrees of LL.D. from Bowdoin College in 1928 and from Bates College in 1938.

X X X X X X X X

NEW ENGLAND FM STATION OFFERS PROGRAM TO OTHERS AT COST

FM Station WFMR at New Bedford, Mass., after developing a series of four fifteen minute programs on Atomic Energy for its own use, based upon copyrighted articles in the Christian Science Monitor by William H. Stringer, is now offering the series to other stations at cost.

"We are of the opinion that the small broadcaster, FM or AM, should get over his inferiority, and begin to bear down on news and special events broadcasting", says Edward L. Merritt, Jr., of WFMR. "The idea of sticking to one's own corner, while the big boys pick up the real stories, may be cheap, but good stories, simply presented, don't have to be expensive.

"Because we believe this is a story which must be told, Station WFMR offers The Atomic Energy programs to any radio station on a cost plus shipping charge basis. Any interested station may order scripts for live broadcast, or transcriptions from Station WFMR, New Bedford, Massachusetts. We will be glad to accept orders until Monday, June 16, 1947. We estimate the cost to run as follows: for the scripts, complete, $1.50, plus postage. For the transcriptions, $25.00, plus express. However, it is our desire to make this material available at the lowest possible figure, therefore we will prorate cost on the basis of the total orders received by noon, Monday, June 16, 1947 and bill accordingly.

"The only credit required will be to The Christian Science Monitor, and to the author, on each program, and the only restriction placed on this material is that placed upon us by The Monitor namely: "...It is understood that in every case the programs will be public service, non-commercial programs..."

X X X X X X X X X

WGN ORDERS HIGHEST POWER TV TRANSMITTER - TO BE ON AIR OCT.

The highest powered television transmitter now made and other basic television station equipment will be supplied by the General Electric Company here in an order exceeding $225,000 from WGN, Inc., for its new television station WGNA enabling programs to be projected for a radius of 45 miles from the transmitter site atop the Tribune Tower, Chicago.

Receipt of the television order was revealed in Schenectady by Philip G. Caldwell, Manager of Sales for the G-E Transmitter Division which is now in production on the equipment.

WGNA expects to have a test pattern on the air by late October and to be ready for limited commercial operation by January, according to Carl J. Meyers, Director of Engineering for WGN, Inc.

"No television system that exists today can match the installation we plan for WGNA", Mr. Meyers said. "We will have the latest and best equipment including some newly developed items not yet announced to the trade. In addition we will be set up so that any technical improvements made in the next five years can be easily incorporated."

He explained that "the basic part of the television equipment was ordered from General Electric after exhaustive investigation of every type on the market."

General Electric will supply a five- kilowatt transmitter, the highest powered television transmitter made today. Through a special G-E antenna, the output will be increased to 18.4 kilowatts allowed the station under its FCC construction permit. The company will also supply the camera control desk, one of the major control points in a television system; the program console at which the director supervises the telecast; and the distribution console comparable to the master control board of a radio station. Also in the G-E order are three image orthicon cameras and additional equipment to outfit one large television studio, and two iconoscope film cameras to be used in the telecasting of motion picture films. To project the film to the television camera, WGNA will have two G-E 35-millimeter Synchro-lite projectors - a type new to the market - one G-E 16-mm. projector of the same kind, and one special slide projector for station identification and other announcements.

Mr. Meyers explained that "in programming a television station, films are the equivalent of electrical transcriptions used in radio. This equipment will put us at the top of the field in film transmission."

After getting a test signal on the air in October, the WGNA staff expects to devote the next two months to experimental work. During this period the station will telecast a variety of special feature programs.

X X X X X X X X

RCA LAB HEAD REMINDS US THINKING CAN BE TAUGHT

Social problems that threaten civilization with chaos and self-destruction can be solved by the same "scientific method" that has given the world so many of its material benefits, Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, declared Monday in an address before the graduating class of the University of West Virginia at Morgantown.

"One of the most important contributions can come from the educator. For too long a time, it has been assumed that if a person is exposed to knowledge, he will learn to think", Dr. Jolliffe said. "This seems to be true in a limited sense, but it overlooks the fact that the thought process can be taught.

"In my opinion, the art of thinking should be just as much a part of the educational system as reading, writing, and arithmetic. It should be presented so that the student is conscious of it as an art, and it should be a part of the curriculum from grade school on through high school and college.

"A thinking people will insist upon a logical approach to any kind of a problem, whether its character is physical or social. It will resort less frequently to falsely conceived panaceas, quack nostrums, and to expedience."

X X X X X X X X X X

500 CITIES, 47 STATES EARMARKED FOR FM; CALIFORNIA LEADS

More than 500 different communities in 47 States, the District of Columbia and Puerto Rico are in the service areas of nearly 1,000 authorized or projected FM (frequency modulation) broadcast stations.

With some 215 FM stations on the air of those licensed or constructed, the Federal Communications Commission has issued construction permits or conditional grants to nearly 800 new stations, and more than 200 applications are pending.

California leads all States in the number of places for projected service, as well as in the sum total of authorizations and pending applications. Ohio, New York, Pennsylvania and Texas come next, in that order, as to number of places, with Ohio and Pennsylvania neck-and-neck next to New York in authorization-application totals, followed by Texas. There is also considerable FM activity in Illinois, North Carolina, Michigan and Massachusetts. Montana is the only State from which no FM application has been received.

X X X X X X X X

FARNSWORTH ELECTS ALLGOOD V-P; MARTIN, ELMENDORF, DIRECTORS

D. M. Allgood was elected Vice-President, and Edwin M. Martin and Francis L. Elmendorf, Directors, of the Farnsworth Television & Radio Corporation of Fort Wayne last week.

Mr. Allgood will assist in the coordination of the activities of the Radio, Electronics and Manufacturing Departments. Before joining Farnsworth, Mr. Allgood, a graduate of the U. S. Naval Academy at Annapolis, was Sales Manager of the Willard Storage Battery Company, Cleveland. Prior to that he was President of the United States Glass Company, Pittsburgh.

Mr. Martin, formerly patent counsel for the Hazeltine Corporation and the American Locomotive Company, is Vice-President and Secretary of the Farnsworth Corporation, which he joined in 1939, and heads the company's legal, research, patent, public relations and industrial relations departments.

During the war, Mr. Martin served as Special Assistant to the U. S. Attorney General and was an Officer of the Enemy Alien Hearing Board.

Mr. Martin, who is amember of the Advisory Committee on Legislation of the Radio Manufacturers' Association, directed Farnsworth's legal actions when the company last February became the first in the nation to win dismissal of a portal-to-portal pay suit with prejudice against the plaintiff.

Mr. Elmendorf is Vice-President of Robert Heller & Associates which firm has been acting as consultant to the Farnsworth company in corporate management and marketing.

X X X X X X X X

E. J. NOBLE, ABC CHAIRMAN, GIVES GENEROUSLY TO HOSPITALS

A gift of $200,000 from Edward J. Noble, Chairman of the Board of the American Broadcasting Company, toward cost of a forty-bed, $400,000 hospital for Canton, N. Y., was announced this week by the Canton Hospital Association.

The gift was the third in recent weeks by Mr. Noble toward community hospitals in northern New York and raised the total to $625,000, or half the amount sought for the three projects. Previously announced donations were for $125,000 toward a $250,000 hospital at Alexandria Bay and $300,000 toward a $600,000 hospital at Gouverneur, Mr. Noble's native town.

At a meeting of the Canton Hospital Association, Mr. Noble suggested, that the three communities join as a north country hospital organization to serve an area of 50,000 persons. Under the plan, each hospital would have its own local directors and autonomous control but would share equipment and specialists.

X X X X X X X X X

SENATOR GURNEY HAPPILY REMEMBERS HAPPY JACK OF WNAX

Among the many to congratulate Happy Jack O'Malley of Cowles Station WNAX at Yankton, South Dakota, on the former's 20 years in radio, 20 years on one station, and 20 years with the same sponsor, the Gurney Seed and Nursery Co., was the son of the sponsor who telegraphed the old time entertainer from Washington:

"Never will I forget that fine morning in May twenty years ago, when you breezed into Dad's home which was at that time the first studio of WNAX. Your cheerful greeting to one and all made it easy for me to quickly call you Happy Jack O'Malley in the oldtime fiddlers contest then in progress. I certainly believe that WNAX listeners have been made happy many, many times not only by your merry tunes but also by the mournful ones which have, throughout the twenty years become catch tunes in the homes of WNAX listeners. Your cheerful remakrs and happy laugh certainly have been helpful through good times and bad among the many WNAX listeners. I congratulate you on this, Your twentieth anniversary with the WNAX family.

"Kindest personal regards to you and yours and your friends too.

(Signed) Chan Gurney, U.S. Senator."

There was also a telegram from Chairman Charles R. Denny, Jr., of the Federal Communications Commission, which read:

"Congratulations on rounding out twenty years of entertainment to the listeners of WNAX. May you serve them for many more years to come."

X X X X X X X X

FCC EXPLAINS RESERVATION OF BROADCAST CALL LETTERS

The Federal Communications Commission has granted a petition of the Collinson-Wingate Broadcasting Co. for assignment of the call letters KTOP for a new standard broadcast station at Topeka, Kans., not yet in operation.

Prior to May 20, 1946, the Commission had accepted "reservations" for broadcast call letters, but no call letters have since been reserved on request prior to the granting of construction permits. However, reservations made prior to that date continued to be honored. On May 7, 1946, the Monterey Broadcasting Co. requested reservation of KRUZ for a new station, not yet operating, at Santa Cruz, Calif. On January 23, 1947, it asked that this reservation be changed to KTOP. Subsequently, on May 13, 1947, the Mesilla Valley Broadcasting Co. requested assignment of either KTOP or KRUZ for its authorized new station at Las Cruces, New Mexico. In view of the situation, and the particular appropriateness of the letters KTOP for the Topeka station, the Commission granted the Collinson-

Wingate petition. In so doing, it points out that while it is not bound either by the Communications Act or its Rules and Regulations to adopt, or to use, any particular method of assigning call letters to broadcast stations, it has long followed a "First Come, First Served" policy. However, since May 20, 1946, it has not been honoring requests for changes in call letters which may have been reserved before that date, and no requests are being accepted prior to issuance of construction permits.

X X X X X X X X X X

WASHINGTON NEWSPAPERS RAISE RADIO ADVERTISING RATES

New radio display advertising rates recently put into effect by Washington, D. C. newspapers, except the Daily News (Scripps-Howard) are higher than those charged picture house and amusement operators. Capital stations have increased from 6 to 13 since before the war. The papers carry complete logs of seven in-town stations and highlights of the others.

Under the new rate the charges of the Washington Evening Star are moving picture advertising on the drama page, 50¢ a line; amusements on same page, 55¢; radio advertising on any page, 60¢ and on the radio page, 75¢.

Washington Times-Herald, 55¢ national advertising on any page, 70¢ for radio; Washington Post, 43¢ national 55¢, (radio); Evening Star, 45¢ against 60¢. Daily News' rate for both national users and radio advertising locally is 33¢ a line.

X X X X X X X X X X

DETROLA SALES ON THE UP AND UP

Net profit of International Detrola Corporation and subsidiaries was $1,168,093.93, after tax provision, for the six months ended April 30, President C. Russell Feldmann announced last week.

Sales for the first half of the Company's fiscal year were $36,130,351.31, he said, only slightly under the 1946 full year total of $40,810,028.22.

During the six months the Company issued and sold to the Equitable Life Assurance Society of the United States $5,000,000.00 of 3½ per cent 15-year sinking fund debentures, and retired all of its current bank loans.

Net current assets on April 30 amounted to $13,955,630.32 compared to $8,168,769.13 on October 31, 1946.

X X X X X X X X X X

NBC'S WASHINGTON, D.C. TELEVISION STATION TO OPEN JUNE 27

The official opening of WNBW, NBC's new television station, will be Friday, June 27th. This was made known by John E. Gaunt, Program Manager for WNBW, a guest speaker at a dinner meeting of the Electric Institute of Washington last Tuesday night, June 3rd. Mr. Gaunt said that WNBW is now conducting testing operations in preparation for the first night of NBC television service in the Capital.

Transmitter and studios are located at Wardman Park Hotel in the northwest section of Washington just across from the Shoreham Hotel. Already the 350 foot NBC tower has become one of the landmarks in that part of the city.

Mr. Gaunt told the Electric Institute diners that the first month's operation of WNBW would be confined exclusively to network television brought to Washington by coaxial cable from New York. He said that there probably would be about 2 or 2½ hours' program on Friday, Sunday, and usually Monday nights beginning at 8 P.M. The speaker said that the studio for projecting films locally would open about August 1 and the mobile unit for picking up outside events in Washington would probably be ready to start work in the Fall.

The new studios will occupy what was formerly the Wardman Park Hotel theatre and the transmitter will be in another part of the hotel near the base of the television tower.

Co-speaker at the dinner was Dan B. Halpin, Television Sales Manager of the RCA Victor Division. Mr. Halpin's subject was "Television Today - Its Opportunities and Future." Among the guests were television set dealers and distributors concerned with television in the District of Columbia.

The American Telephone and Telegraph Company has announced that on August 1st it will introduce regular commercial rates for use of its coaxial cable and relay systems linking video stations in different Eastern cities. As with all economic matters pertaining to the ethereal art, the rates are on the complex side. However, the A. T. and T. noted that monthly service for eight-hour daily use of the cable between New York and Philadelphia would cost a total of $5,340.

X X X X X X X X

ARMY USES TELEVISION TO HELP RECRUITING

The Army will sponsor an experimental television show tonight, June 4, in Washington. The program, which will be open to the public, will include several short talks on recruiting and a televised motion picture.

X X X X X X X X X X

WARNER OF MBS DISCOVERS "MOSCOW MARY"; MUNDT BILL UP

Citing "Moscow Mary", dug up by Albert Warner, MBS-Cowles commentator, as to why the "Voice of America" should be continued, Representative Karl E. Mundt (R), of South Dakota, addressed the House in connection with his bill which comes up for consideration today (June 4), which proposes to establish a United States information service abroad and to equip our Government to offset the libelous falsehoods now being disseminated about the United States in various sections of the world.

"The Russians have very recently added a new voice to their short-wave radio programs which are being beamed to the United States and to people throughout the world who speak the English language", Mr. Mundt declared. "Albert Warner of the Mutual Broadcasting System has deemed this newfemale Russian broadcaster as Moscow Mary. The connotations of that title seem to make it an appropriate name."

Recalling the war time "Tokyo Rose" and the Axis "Sallies" of Rome and Berline who did propaganda shows to American troops, Mr. Warner included excerpts from the propaganda broadcasts from Moscow radio in his news program heard over WOL. The samples ofMoscow propagandain English recorded from the short wave as they are beamed into this country daily were delivered in a cultivated feminine voice with a clear-cut American accent.

Ralph McGill, editor of the Atlanta Constitution last Tuesday, announced a committee of which he is the head, has been formed to support the Mundt bill. Among the members are Gardner Cowles, Jr., President of the Cowles Broadcasting Company, Philip Reed, Chairman, General Electric, and W. D. Dumm, President of the Associated Broadcasters.

X X X X X X X X X X

FLAMM PETITION FOR NEWARK STATION REHEARING DENIED

The Federal Communications Commission announced on Monday it had denied the petitions filed by Metropolitan Broadcasting Service of New York, and by Donald Flamm of New York, which asked for a rehearing and reconsideration of the Commission's award of a construction permit to the Newark Broadcasting Corporation for a new standard station at Newark, N. J.

The award to Newark involved denial of competitive applications by Metropolitan and Mr. Flamm for construction permits for new stations in New York City.

X X X X X X X X X X

ZENITH NOT ADVERTISING; CAN'T CATCH UP WITH DEMAND

The Zenith Radio Corporation carried the following page ad Monday in the New York Times, New York News, Chicago Tribune, and Chicago Herald-American Monday:

"During the month of April alone, Zenith delivered Eleven Million Nine Hundred and Ninety Thousand Dollars worth of Zenith radios. (Retail value)

"Yet, in spite of these huge shipments, in spite of our expanded production facilities, there still exists a shortage of Zenith radios throughout the country.

"In spite of our careful allocation, we know of no retail dealer who has received sufficient Zeniths to meet the demands of his customers.

"So, for the time being, we are not advertising Zenith radios in newspapers, because we do not wish to further embarrass our dealers."

X X X X X X X X

RUSSIA LIKES RADIO COMMERCIALS, MOSCOW DISCOVERS

Radio Moscow began broadcasting commercial spot announcements for the first time this week-end and a check of the average Russian citizen disclosed an audience listening happily to the advertisements and demanding more, a United Press dispatch states.

Eleven organizations - theaters, stores and factories - pioneered the innovation with spot announcements for which they paid an undisclosed amount to Radio Moscow on a straight commercial basis.

The announcements are more like the reading of the classified section of a newspaper than the pattern familiar to American radio listeners. They are lumped together into eight minutes of solid announcements and broadcast three times a day - morning, noon and midevening.

Soviet citizens have listened to them for two days now. Muscovites still have difficulty getting newspapers because of the newsprint shortage and they have greeted the commercials as a real service in supplying information.

"We like announcements", one typical listener said. "It will be wonderful if they just get more of them. More advertising programs would be very helpful."

Seven of the first commercials were straight, unadorned announcements of current attractions at various theaters and movie houses.

X X X X X X X X

TRUMAN'S NEW PLANE "INDEPENDENCE" HAS RADAR AND EVERYTHING

An up-to-the-minute radio installation will be a feature of President Truman's private transport plane "Independence" now being built at the Douglas plant at Santa Monica, Calif.

It is equipped, according to the makers, with "every known device for flying safety", including blind-landing equipment and military-type radar for scanning both the terrain and the sky. There is also a radio typewriter with 3,000-mile range which automatically codes and decodes messages, printing them on tape.

The "Independence" has a speed of 358 miles an hour and a cruising range of greater than from coast to coast.

X X X X X X X X

SCHREIBER, WGN, TO PARTICIPATE IN N.W. UNIVERSITY BROADCAST

Frank P. Schreiber, Manager of WGN, and Don Maxwell, city editor of The Chicago Tribune, will be two of the participants on the "Northwestern University Reviewing Stand" broadcast Sunday, June 8, when "Radio, the Press and the Public" is discussed. This will be a special program commemorating the Tribune's centennial and the 25th anniversary of radio and the Medill School of Journalism at Northwestern.

X X X X X X X X X X

FCC SEEKS TO MAKE CHEAPER STENOGRAPHIC REPORTS

In inviting bids from stenographic reporting companies for reporting its hearings during the next fiscal year, the Federal Communications Commission is placing special emphasis upon the importance of lowering the cost of transcripts to the industry and other interested parties as much as possible.

It is endeavoring to accomplish this by foregoing the bonus which the stenographic reporting companies have paid the Government in the past for the exclusive privilege of doing this work, and by specifying that the cost to the public will be one of the important factors in award of the contract. These private firms depend upon transcript sales for their income. That the return from such sales must be considerable is indicated by the bonus which they have in the past offered for stenographic reporting contracts. In the case of the Federal Communications Commission, a bonus of $15,000 was paid for the privilege of reporting Commission hearings in Washington during the present fiscal year. The Commission is hopeful that the saving to interested parties resulting from these new bid specifications will be substantial.

X X X X X X X X X X

SCISSORS AND PASTE

British Turn Out Tiny Electric Motors

("Foreign Commerce Weekly", U. S. Commerce Dept., Washington, D. C., May 17)

Production in Great Britain of electric motors so small that two of them can be inserted in a thimble is reported in the British press. One motor, only 3/16 inch in diameter and 3/16 inch wide, probably is the smallest electric motor ever made. Weighing less than one twenty-eighth of an ounce, this motor requires 1½ volts and has a speed of 7,000 revolutions a minute. It can be used for special highly sensitive instruments.

Other types produced by the same two inventors are described as 7/8 by 9/16 inch (consuming less current than a flashlight bulb); 1½ x 3/4 inches (taking 4½ to 6 volts); and 1½ by 1½ inches (taking from 6 to 24 volts).

Output of 5,000,000 of these midget motors, known as "electroters", is planned in 1948 when full production is reached.

- - - - - - - -

Dealers Back At Old Game Cutting Fair Trade Radio Prices

("New York Times")

Some radio specialty stores, faced with heavy inventories of well-known standard brand table radios retailing at more than $25 and table radio-phonograph combinations selling for more than $100, have begun to reduce prices on such items despite their being fair traded or under a list price suggested by the manufacturer, a representative of a leading retailer said this week. He emphasized that department stores are not participating in the action.

Manufacturers are aware of such action, said a spokesman for one leading producer whose products are fair traded, but feel that the transactions are not yet widespread enough to go to the trouble and expense of legal actions to restrain them under the fair trade laws. He said that his organization was still unable to fill the demand for the type of radios in question.

An executive of a large distributing organization stated that many of his suppliers recognize that tablemodel radios and combinations are definitely returning to their limited market status and have concentrated production in consoles, one discontinuing entirely his table model line. Where table model production is being continued, he said, manufacturers are keeping it to a reasonable level to make certain that dealer and distributor stocks are not overloaded, he said.

The drastic price cuts in types of sets referred to, long in evidence among off-brand merchandise, have moved into the class which cannot be considered either as standard or off-brand, it is reported. * * * The distributors ' representative acknowledged that Philadelphia, along with New York and afew other centers, is a traditional cut-price radio area but did not deny table model reductions are in the wind for the two classifications in question.

- - - - - - - - -

New Bill "Smacks Broadcasting Industry Harder Than FCC"
("Variety")

The way it looks here, Sen. Wallace White's proposed new radio legislation will probably nose FCC out of the running as the broadcasters' No. 1 punching bag for the next few months. Both NAB and the networks are crying in their beer because the bill - far from being the "free radio" document it was supposed to be - actually smacks the industry much harder than it does the FCC.

So far their only consolation is White's assurance that the bill is a trial balloon whose faults can be mended during the course of public hearings. He and co-sponsor Rep. Charles Wolverton, head of the House Interstate Commerce Committee, are plugging for speedy hearings.

NAB is particularly gloomy because the bill does not rule FCC completely out of the program field. FCC is forbidden to tell broadcasters - even generally - what types of programs to broadcast or not to broadcast - but is not barred from considering a station's overall performance in deciding whether to give a license renewal. And programming is certainly a factor in overall performance.

The NAB men say it doesn't matter whether the Commission dips into programming before or at the time a license is up for renewal. It's bad business, anyway you slice it. They gain some cheer in the belief the White Bill would rule out any future editions of the Blue Book.

In Senator White's efforts to safeguard listeners and the industry against monopoly, he hit the networks in their most tender spot. For the bill forbids any one outfit to control more stations (AM, FM or television) than would in the aggregate give aprimary service to one-fourth of the 140,000,000 U. S. population. CBS' m. and o. stations, according to coverage figures submitted in an earlier FCC hearing, claim primary service to over 43,000,000 people - without counting WAPI, Birmingham, or WEEI, Boston. NBC brags that its m. and o.'s reach about 55,000,000, while tentative figures for ABC show that its audience may well spill over the 40,000,000 mark. In any event, the nets are reported gathering ammunition to blast the provision. (Meanwhile, they may take another look at their coverage patterns and decide they were puffed.)

- - - - - - - - - - -

200-Foot Dutch Directional Antenna On Wheels
("Collier's")

Radio Station PCJ in Hilversum, Holland, has the only directional antenna of its kind in the world. It consists of two 200-foot towers mounted on an undercarriage having four pairs of wheels on each end which enable it to revolve, under electric power, on a wide circular track and thus quickly be turned to the necessary position for beaming a short-wave program to a particular country.

X X X X X X X X X X

TRADE NOTES

Station WINS, operated by the Crosley Broadcasting Corp. in New York, N. Y., has been granted modification of license by the Federal Communications Commission to operate on 1010 kc., 10 KW night, 50 KW, Local Sunset, unlimited time, instead of 1000 kc., 50 KW unlimited time, subject to condition in original grant that licensee satisfy legitimate complaints of blanketing within 250 mv/m contour, including cross modulation.

Directors of Sylvania Electric Products, Inc. last week declared the regular quarterly dividend of $1.00 a share on the $4.00 cumulative preferred stock, payable July 1, 1947 to stockholders of record at the close of business June 20, 1947.

The directors also declared a dividend of 35 cents a share on the common stock, payable July 1, 1947 to stockholders of record at the close of business June 20, 1947.

The Federal Telephone & Radio Company, the plants of which at Clifton and East Newark, N. J. were closed last week after a dispute with the United Electrical, Radio and Machine Workers, CIO, announced Monday, June 2nd, that close to 4,000 employees had been paid off or dismissed.

Production of a new television console receiver, incorporating standard and frequency modulation radio and a record changer, has been started by the General Electric Company, Paul L. Chamberlain, Manager ofSales of the Receiver Division, has announced.

Stewart-Warner, of Chicago, also expect soon to place television receivers on the market.

Possibilities for the sale of television receivers are "overwhelming", Joseph Gerl, President of Sonora Radio and Television Corporation told the Greater Buffalo Advertising Club.

The Federal Communications has granted the American Overseas Airlines, Inc., of Washington, D. C., blanket application for license to operate public service aircraft stations aboard its entire fleet of 20 aircraft engaged in transatlantic service. This is the first grant for paid message trafficusing radiotelegraphy in that type of service.

Also, U-Dryvit Auto Rental Co., Inc., of Cambridge Mass. has been granted applications for licenses to cover construction permits for two experimental Class 2 (Urban Mobile) stations for a system to communicate with 100 rental autos in connection with the development and testing ofmobile radiocommunications systems and equipment. The service may be used for rendition of communication service for hire.

Paul Porter, former FCC Chairman and special envoy to Greece, will be the principal speaker at the annual luncheon of the Liberal party of New York County on Saturday night, June 7th.

The first RCA Victor table model radio incorporating FM (frequency modulation) reception was announced this week by Joseph B. Elliott, Vice-President in charge of the RCA Victor Home Instrument Department. This set, Mr. Elliott said, is the first of a series of RCA Victor table model FM receivers in cabinets of plastics and selected woods, with others soon to be introduced. All will feature the Golden Throat tone system. (Suggested retail price of the initial set is $95. Suggested prices for others in the series will range from $79.95 to $95).

G. S. Perkins has been appointed Sales Manager of General Electric's deluxe line of radio receivers, the Musaphonic. He has been GE's receiver representative for northern California and Nevada. He served during the war under General MacArthur as Deputy Civil Censorship officer.

Of its new "invisible" combination set, a Bendix release says:

"Its maker calls it the "invisible radio-phonograph". It's not exactly invisible. In fact, it's most inviting to the eye. What he means is that when you look at this gracefully styled mahogany step-table, you cannot see that it is also a radio-phonograph combination.

"No, it hasn't the bulky appearance we've noted before in sets with trick doors, drawers, and other gadgets. There's a reason - it hasn't any! . . .

"Instead, there's the almost magic Phantom Dial. Revealing no trace when the set is Off, it instantly glows through the mahogany grained drawer panel when a simulated drawer knob is turned On. Then you enjoy your radio."

The following correction has been received from Harper & Brothers, Publishers, in New York.

"We have just discovered an error in the biographical sketch of Hoyland Bettinger on the back flap of the jacket of his book 'Television Techniques'.

"If any mention is to be made of his experience, instead of being referred to as the 'General Manager of the General Electric Television Station', he should be mentioned as the 'Program Manager'.

Commander E. F. McDonald, Jr., President of Zenith, said recently:

"Going downtown one night through traffic in Chicago, I had my radio turned on and I started laughing so hard, I had to stop my car and hold up traffic. I don't know when I have heard anything that struck me as being funnier.

"The announcer had just said that 320 Chinese laundries in Chicago were going to close their doors and not open, and the reason was that the organized steam laundries had raised the price 30% for doing the Chinamen's washing."

X X XX X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
JUN 12 1947
NILES TRAMMELL

INDEX TO ISSUE OF JUNE 11, 1947

Taft Says Labor Bill Would Hamstring Unions Buying Time.....1

CBS Press Criticism Gets Quite A Rise Out Of Newspapers.....3

Merchandise FM Sets And You'll Sell 'Em, Merchants Told.....5

Petrillo Timing Poor Defying Congress With Labor Bill Up.....6

Tam Craven Takes Over At WOL Cowles Washington, D.C. Station.....7
"Voice Of America" Bill Gets Nowhere - Fillibuster Maybe.....7

Kate Smith Boils Over On Censorship; CBS Says Only Routine.....8
Truman Amuses Canadians With Tale Of Reinsch's Left Shoes.....8

Radio Tube Mfg. Plant For Sale.....9
No Objection Yet Made To Wakefield Renomination.....9
Gen. Samuel Thomas New V-P, Gen. Supt. RCA Communications.....9

Federal Radio Tells Strikers Double Standards Conduct Out.....10

G.E. Advises Its Television Network Microwave Relay Is Ready.....11

First Demonstration Of U.S. Television In Europe Planned.....12
Philco Introduces Its First TV Receiver; Over 2,000 Sets Sold....12
Teen-Agers' Radio Endangers Planes; Confiscated.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1778

June 11, 1947

TAFT SAYS LABOR BILL WOULD HAMSTRING UNIONS BUYING TIME

In the discussion of the labor-management bill conference report in the Senate, there were several references to radio. One was the question of a labor union buying time in a presidential campaign. It came about through the following exchange of Senators Taft (R), of Ohio, Pepper (D), of Florida, and Barkley (D), of Kentucky:

Mr. Pepper. If a national labor union, for example, should believe that it was in the public interest to elect the Democratic Party instead of the Republican Party, or vice versa, would it be forbidden by this proposed act to pay for any radio time, for anybody to make a speech that would express to the people the point of view of that organization?

Mr. Taft. If it contributed its own funds to get somebody to make the speech, I would say they would violate the law.

Mr. Pepper. If they paid for the radio time?

Mr. Taft. If they are simply giving the time, I would say not; I would say that is in the course of their regular business.

Mr. Pepper. I was not assuming that the radio station was owned by the labor organization. Suppose that in the 1948 campaign, Mr. William Green, as president of the American Federation of Labor, should believe it to be in the interest of his membership to go on the radio and support one party or the other in the national election, and should use American Federation of Labor funds to pay for the radio time. Would that be an expenditure which is forbidden to a labor organization under the statute?

Mr. Taft. Yes.

Mr. Barkley. Suppose a certain corporation, for instance, the corporation that makes Bayer aspirin, or Jergens lotion, employs a commentator to talk about various things, winding up with an advertisement of the product, and suppose that the radio commentator from day to day takes advantage of his employment or his sponsorship to make comments which are calculated to influence the opinions of men or women as to political candidates. Would the corporation sponsoring the particular commentator be violating the law?

Mr. Taft. I should have to know the exact facts. If, for instance, apart from commentators and the radio, and taking the case of a paid advertisement, suppose a corporation advertises its products, and that every day for 2 weeks before the election it advertises a candidate. I should say that would be a violation of the law. I would say the same thing probably would be true of a radio broadcast of that kind, under certain circumstances.

Mr. Barkley. In the case of a commentator who is paid to advertise a certain produce, and who in the course of his 15 minutes on the radio may also seek to influence votes, the sponsor may say, either before or after the broadcast, that he is not responsible for what the commentary says; yet he is paying the commentator for his broadcast. Would that still be a violation of law, although the sponsor might excuse himself or attempt to excuse himself by saying

he was not responsible for the opinions expressed by the commentator?

Mr. Taft. I think there are all degrees. It would be for a court to decide. I think as a matter of fact, if that had happened under the old law, there would have been the same question.

Then Senator Magnuson (D), of Washington State chimed in: "Let us consider the teamsters. Suppose they have a weekly radio program, as indeed, they have had for a long time back. Or let us say the AFL has such a radio program. Let us assume I am running for office and they ask me to be a guest on their program. Suppose I talk on the subject of labor and do not advocate my own candidacy. Nevertheless I am on that program. My name is being advertised and I am being heard by many thousands of people. Would that be an unlawful contribution to my candidacy?

Mr. Taft. If a labor organization is using the funds provided by its members through payment of union dues to put speakers on the radio for Mr. X against Mr. Y, that should be a violation of the law.

Mr. Magnuson. They are not paying me anything. They have asked me to be a guest.

Mr. Taft. I understand but they are paying for the time on the air. Of course, in each case there is a question of fact to be decided. I cannot answer various hypotheses without knowing all the circumstances. But in each case the question is whether or not a union or a corporation is making a contribution or expenditure of funds to elect A as against B. Labor unions are supposed to keep out of politics in the same way that corporations are supposed to keep out of politics.

Mr. Magnuson. Let us take the reverse situation. Suppose the General Electric Co. asked me to be its guest on its Sunday afternoon hour to talk about electrical matters. I am running for office at the time. I am introduced on their program.

Mr. Taft. Oh, I do not think that would be a contribution.

Mr. Magnuson. It would not be.

Mr. Taft. There are many useful things done which do not represent contributions. Many Senators like to obtain publicity, and all sorts of indirect aids are given which cannot properly be said to be political contributions or expenditures.

Senator Taylor (D), of Idaho, came in with a question:

"I think the AFL or the CIO, one or the other, has a news commentator who comments on the news. Could he comment on political candidates favorably or unfavorably?

Mr. Taft. If the General Motors Corp. had a man speaking on the radio every week to advocate the election of a Republican, or a Democratic presidential candidate, the corporation ought to be punished, and it would be punished under the law. Labor organizations should be subject to the same rule.

Mr. Taylor. That is altogether different. It is a more subtle thing. When a commentator is broadcasting the news every day, he can do a lot more good or harm to a man by coloring his broadcast and presenting it in the guise of a news commentary than he could openly.

Mr. Taft. The Senator is right. It is a question of fact which would have to be raised in every case. Is it a contribution to a candidate or is it not? Possibly a knock is a boost sometimes. That argument might well be made by a person who was taking part in an election.

Mr. Taylor. I should be happy to have him mention my name at any time, in any capacity, good or bad. There will be some very fine definitions required. I am afraid we shall wind up with our radio commentators absolutely hamstrung if they are sponsored by anyone.

With regard to the "featherbedding" clause in the labor bill, Senator Taft said:

"We declined to adopt the provisions which are now in the Petrillo Act. After all, that statute applies to only one industry. Those provisions are now the subject of court procedure. Their constitutionality has been questioned. We thought that probably we had better wait and see what happened, in any event, even though we are in favor of prohibiting all featherbedding practices. However, we did accept one provision which makes it an unlawful-labor practice for a union to accept money for people who do not work."

"It is intended to make it an unfair labor practice for a man to say, 'You must have 10 musicians, and if you insist that there is room for only 6, you must pay for the other 4 anyway.' That is in the nature of an exaction from the employer for services which he does not want, does not need, and is not even willing to accept."

X X X X X X X X X X

CBS PRESS CRITICISM GETS QUITE A RISE OUT OF NEWSPAPERS

Early comment of editors indicates there may be a spirited comeback and maybe reprisals on the part of the newspapers in connection with Columbia's new program, "CBS Views the Press", criticizing the manner in which the papers handle the news. Thus far the program is heard only on WCBS in New York (Saturday, 6:15 P.M. EDT.) CBS officials state that at present they do not contemplate making it a network feature. It is thought, nevertheless, that other stations may take it up.

Commenting upon the program, Jack Gould, Radio Editor of the New York Times, said:

"CBS indicated that it does not intend to pussy-foot in its analysis and that it is serious about its new-found role of referee of the news columns.

"Editors, columnists and reporters hereafter will have to bask in the critical spotlight which their trade so often requires that they focus on others. For many, if not most, it will be a new experience.

"Aside from stimulating self-examination by the papers themselves, the coming weeks of 'CBS Views the Press' should afford the Fourth Estate a rare opportunity to demonstrate that it not only can dish it out, as it has in the case of radio for one, but also can take it with good grace and sportsmanship."

Comment of New York newspaper editors interviewed by the Editor & Publisher included:

Richard Clarke, Executive Editor, New York News - "CBS has to strain pretty hard in its critical review of New York papers. The papers could do a better job on radio any week."

Keats Speed, Executive Editor, New York Sun - "Several newspapers follow the Communist line, so why shouldn't a radio station?"

George Cornish, Managing Editor, New York Herald Tribune - "Newspapermen are convinced that criticism is good for politicians, preachers, engineers, actors, industrialists, plumbers, labor leaders and, in fact, all other trades and professions. How then can we complain about taking a sip of our own medicine?"

Ted O. Thackrey, editor, New York Post - "I am utterly in favor of critical comment whatever the source and welcome the new CBS programs which opened with a critical review of New York newspapers. The more the merrier."

John P. Lewis, editor, PM - "The radio is a part of the press, but it doesn't belong to the newspaper club, and has been slapped around every so often by the newspapers for its own shortcomings - and for its own good.

"Now the radio, via CBS is going to do some slapping back. (PM itself came in for a mild bit of dusting off on the first program when Hollenbeck caught us passing on to our readers a bit of phony information which had originated with the Daily News.) It's a healthy thing and PM welcomes it, even in the knowledge that bits of our own hide may be tacked up on the radio tower along with the others."

Previously Mr. Lewis had described the program as "the hottest news in journalism." Lewis told his readers, "Hollenbeck is going to ride herd on the papers, tripping them up on their own misstatements, misinterpretations, deficiencies and bulls of one kind or another."

Don Hollenbeck, the commentator who is doing the radio program joined CBS as a reporter last October after a long career in journalism and a brief period with the Office of War Information in London. He is 40 years old, a native of Lincoln, Nebr., and a graduate of the University of Nebraska.

He began his newspaper career on the Nebraska State Journal, switched to the Omaha Bee-News, then worked for nine years for Hearst Newspapers. In 1937 he came to New York as picture editor of Associated Press; two years later was transferred to the AP bureau

in San Francisco. He returned to New York as picture editor of PM, soon became national affairs editor of that newspaper. Then came OWI, a spell with National Broadcasting Co. abroad as a war correspondent, and CBS.

X X X X X X X X X X X X X

MERCHANDISE FM SETS AND YOU'LL SELL 'EM, MERCHANTS TOLD

Points were given to the National Association of Music Merchants in Chicago last week on how to sell FM sets. The speaker was J. N. (Bill) Bailey, Executive Director of the FM Association, who said, in part:

"Not long ago I walked into an electrical appliance shop in Washington. The show room was one large room. Along the wall on one side were radios - FM and AM. In one corner were phonographs. Jammed into that display room were a dozen and one other electric appliances.

"I asked about an FM set. The salesman informed me that I didn't want an FM set, what I wanted was a new radio. Did I want a table model or console? I told him I was interested only in FM. He had a console model on the floor, surrounded by other sets - both AM and FM. He turned on the AM. I still had to insist on FM. He didn't tune it in sharply. You know what happened - it was noisy. I tuned the set - got splendid reception.

"Over in the corner some young people were listening to a jive record on a phonograph that was turned high. Ten feet away a salesman was demonstrating a vacuum cleaner. Over on the other side somebody else was listening to an AM set blaring forth. Some 50 to 75 people were milling about the store, talking. No, I couldn't be interested in FM under those conditions. * * * *

"If you operate one of those appliance stores, for goodness sakes give FM the place it deserves. Build a soundproof booth or two. Move in a nice console - or two or three if you like - the kind that mean more money to your. Furnish the booth with home-like surroundings. Let your customers settle down, light a cigarette or cigar, let them get the feel of home. Then demonstrate FM.

"If possible arrange some trick gadgets. Set up an electric shaver and show them what happens on AM, and how FM rejects that interference. But be sure you know what you're doing, because if an FM station's signal is not too strong and your set is not equipped with an antenna, you might get some interference. By late in the Summer or early Fall the transmitter manufacturers will be turning out ten kw transmitters. Those stations on interim low power will be able to step up their output and that will mean better FM signals."

X X X X X X X X X X

PETRILLO TIMING POOR DEFYING CONGRESS WITH LABOR BILL UP

Defying President Roosevelt (in wartime at that) having left a bad taste in the mouth of the Administration, it seemed to be the opinion in official Washington that James C. Petrillo picked a poor time this week to threaten Representative Carroll D. Kearns, Republican, and indirectly to attack Congress. Especially so since Representative Kearns is the Chairman of the House subcommittee which is preparing to investigate Petrillo, since the Labor Bill which has a featherbedding clause in it aimed at Petrillo is now before the President, and the Supreme Court is just due to hand down a decision on the constitutionality of the anti-Petrillo bill. Mr. Kearns' hearings will begin on the first Monday after the Supreme Court rules on the constitutionality of the bill (Lea Act) which is directed against Petrillo's practice of insisting upon "stand-by" employees in radio.

Kearns, who at one time was a music teacher by profession and a member of Petrillo's union, had accepted an invitation to conduct the students orchestra July 4 of Dr. Joseph Maddy at Interlochen, Michigan, which Petrillo had ruled off the air.

"I warn you, Congressman Kearns, we are going to drop you right in Maddy's lap if you pick up that baton on July 4 and we are going to expel you from this organization", Mr. Petrillo declared at an AFM convention in Detroit Monday.

Replying to this the Pennsylvania Congressman said that the Petrillo Congressional investigation would take about ten days or two weeks and that if he could complete this work before July 4 he would go to Interlochen, Mich., to conduct the Maddy Orchestra.

"I am interested in what is being done up there", he added. "I will go up if I can get away."

He said that the announcement of Mr. Petrillo in Detroit yesterday was "a little premature".

"I am not worried about the toss, anyhow", Mr. Kearns asserted in reference to Mr. Petrillo's threat.

The Representative formerly taught music, but he became Superintendent of Schools in his home town several years ago. He indicated that the loss of his union card would not worry him.

"Like a lot of others", Mr. Kearns said, "I don't make my living at it." He added that he did not believe that more than 9 or 10 per cent of the AFM members depended on music as their principal source of income."

X X X X X X X X X X

TAM CRAVEN TAKES OVER AT WOL COWLES WASHINGTON, D.C. STATION

Gardner Cowles, President of the Cowles Broadcasting Company, owner-operator of Station WOL in Washington, D. C., announced Tuesday that T.A.M. Craven, Vice-President of the Cowles Company in charge of engineering will also head the WOL organization as General Manager, with William Murdock continuing as Commercial Manager, Roy Passman, Program Director, Albert Warner, News and Robert H. Thren, Office Manager.

X X X X X X X X X X

"VOICE OF AMERICA" BILL GETS NOWHERE - FILIBUSTER MAYBE

After two days of rough going in the House, and despite another eleventh hour plea by Secretary of State Marshall, the Mundt bill to continue the "Voice of America" broadcasts and educational exchange activities, further consideration was postponed until tomorrow (Thursday, June 12). Although they are not supposed to have "filibusters" in the House, the concerted action against America's "Voice" was in the opinion of one legislator, "A filibuster if I e ver saw one".

As the House bogged down in its second attempt to pass the bill, Secretary of State George C. Marshall appealed to the Senate Appropriations Committee to restore $55,267,388 in House-slashed State Department funds.

He warned that the Communist coup in Hungary and other European developments "emphasize the importance of not whittling down the State Department.

Marshall termed "essential" the House-rejected $34,201,200 for information and cultural activities. Even while he spoke the Mundt bill, designed to bridge the gap by specifically authorizing the program, ran into its second House snag in five days.

Three quorum calls, while the House was considering the unrelated Reorganization Plan No. 2, delayed calling up the bill until late afternoon. A motion to strike out the enacting clause, rejected at a similar session last Friday, was reoffered by Representative Noah Mason (R), of Illinois. The motion, aimed at killing the bill, was rejected, 119 to 92. But when the House quit at 5:35 P.M. the bill was no nearer passage.

Representative Frances P. Bolton (R), of Ohio, bluntly charged quorum calls and other delaying moves were designed to hold up House passage "until it's too late for the Senate to act."

Leading the opposition fight were Representatives Mason, Clare E. Hoffman (R), of Michigan, William C. Cole (R), of Missouri; Hubert S. Ellis (R), of West Virginia, George H. Bender (R), of Ohio; and Harold Knutson (R), of Minnesota.

A Gallup Poll found sentiment about 50-50 on U.S. broadcasts to Russia.

X X X X X X X X

KATE SMITH BOILS OVER ON CENSORSHIP; CBS SAYS ONLY ROUTINE

Kate Smith, "the Moon Comes Over the Mountain" soprano, isn't so hot in her judgment as to what is libelous and tactful in news broadcasts copy if the comeback of the Columbia Broadcasting System is correct. Miss Smith said she welcomed leaving Columbia June 23, where she has been 16 years, to escape censorship.

She told the American Brotherhood of Arts in Chicago where she received the 1947 American Brotherhood Arts citation of the National Conference of Christians and Jews that "you don't have freedom of speech on the Columbia System.

"Every day", she declared, "it's 'delete this' or 'cut out that.' Why, they wouldn't even let me talk about Lucky Luciano when he slipped out to Cuba, even though I was only using what was being carried by the news services and the news wires."

CBS quickly countered that the only reason Kate left the network was because General Foods had not renewed her contract. Columbia further stated that Miss Smith's news comments were subject to routine review the same as all others. It declared that, while it respected Miss Smith's abilities as a popular singer, it had been forced to exercise final judgment when she entered the field of news dissemination.

Kate Smith moves to the Mutual Broadcasting System June 23rd where she told her Chicago listeners she was starting a "disk jockey" show on WOR, New York, and would rely exclusively on her own recordings.

X X X X X X X X X X

TRUMAN AMUSES CANADIANS WITH TALE OF REINSCH'S LEFT SHOES

President Truman had a fine time at the gala dinner given to him at Ottawa Tuesday night telling about the predicament Leonard Reinsch, his radio secretary, found himself in. It seems in Mr. Reinsch's haste in packing his evening clothes to wear at the formal dinner, he threw in a pair of shoes without looking at them. Leonard found to his embarrassment upon arrival in Ottawa that both were left shoes. Mr. Truman explained to the diners, however, that thanks to the good neighbor Canadians, Reinsch had been able to borrow a right shoe and had been able to attend the dinner afterwards.

Mr. Reinsch, who is General Manager of the Governor Cox stations in Miami, Dayton and Atlanta, recently accompanied President Truman to Mexico and, in fact, goes with him on all speaking trips such as Kansas City last week.

X X X X X X X X X X X X

RADIO TUBE MFG. PLANT FOR SALE

War Assets Administration announced today that efforts are now being made to find a new purchaser for the radio-tube manufacturing plant at Bowling Green, Ky., leased and operated during the war by the General Electric Company.

New disposal activities for the property have been occasioned by the fact that WAA has been notified by the Electra-Voice Corporation, of Chicago, successful bidder for the plant last February, that present conditions are such that it is unable to complete the transaction. Since the war the plant has been kept in operation by the General Electric Company, and Electra-Voice was to take it over July 1, 1947.

Sale of the property to Electra-Voice for $781,000 was approved February 20, 1947. The property had a reported original cost to the government of $1,061,481. Because of its economic importance to the city of Bowling Green, as well as its immediate availability for productive use, WAA is making every effort to effect satisfactory disposal of the plant as quickly as possible for use either as an electronic plant or for general manufacturing purposes.

X X X X X X X X X X

NO OBJECTION YET MADE TO WAKEFIELD RENOMINATION

The office of the Senate Interstate Commerce Committee said as of today (Wednesday, June 11th), no objections had been received regarding the renomination of Commissioner Ray C. Wakefield to the Federal Communications Commission.

Hearings having been held at the time Mr. Wakefield was nominated for his first term, no further hearings are planned at this time.

X X X X X X X X X X

GEN. SAMUEL THOMAS NEW V-P, GEN. SUPT. RCA COMMUNICATIONS

Appointment of Samuel M. Thomas as Vice President and General Superintendent of RCA Communications, Inc., was announced last week by Thompson H. Mitchell, Executive Vice President.

Since joining RCA Communications in 1946, Mr. Thomas has been responsible for the engineering and planning phases of the company's modernization program which includes conversion of its worldwide radiotelegraph system from Morse to automatic tape-relay and telegraph printing operations. Mr. Thomas was formerly associated with the Allis Chalmers Manufacturing Company.

Prior to his retirement from the Army with the rank of Brigadier General, Mr. Thomas had served as Chief of Staff to the Commanding General of the Persian Gulf Command, and later was appointed Director of the Communications Division, Office of Military Government, in Berlin.

X X X X X X X X

FEDERAL RADIO TELLS STRIKERS DOUBLE STANDARDS CONDUCT OUT

In the labor dispute which began May 28th when the Federal Radio & Telephone Corporation laid off 4,000 workers at the Clifton and East Newark plants in New Jersey, E. N. Wendell, Vice-President in charge, told the striking union, Local 447 of the United Electrical, Radio and Machine Workers, CIO, that Federal Radio has reached the limit of its ability to submit to the "double standards of conduct which has applied to its relations with Local 447".

Mr. Wendell continued:

"Federal Telephone and Radio Corporation finds its very existence threatened as a result of flagrant breaches of its contract by Local 447 of the United Electrical Radio and Machine Workers of America.

"The circumstances leading up to this state of affairs are typical of those of a great many other industrial organizations which experienced a great expansion during the war and which, in order to maintain full war production at any cost acceded, time after time, to the Union demands which in many cases are apparently insatiable. However, we have reached the limit of our ability to submit to the double standards of conduct which have applied to our relations with Local 447. We cannot continue to operate economically under a system in which one party to a mutually accepted agreement endeavors sincerely to observe the contract while the other party proceeds to disregard its terms.* * * *

"It is my belief that the condition which has come to the surface here at Federal is symptomatic of a nationwide disease which, if unchecked, can quickly sap the industrial strength of our country. Despite this unhealthy state of affairs, it seems to me that the people at Federal and at all other progressive and liberal industrial organizations, should be willing to work together in harmony for their mutual welfare. We may always have differences of opinion concerning what constitutes ideal working conditions, but these differences should be settled in an orderly manner without resorting to slow-downs, disruption of production, picketing and violation of contractual obligations. This country needs a general understanding that our future safety and security depends on our maintaining the world's highest level of industry and production which in turn is based on the efficiency and productivity of the individual.

"This Company has a backlog of orders on hand representing a year and a half of production - with reasonable assurance of at least five years of steady production which eliminates entirely the likelihood of our operations being affected by any general business recession."

X X X X X X X X X X

G.E. ADVISES ITS TELEVISION NETWORK MICROWAVE RELAY IS READY

The General Electric Company has a one-way microwave radio relay circuit ready for commercial television operation between New York City and Schenectady, N.Y., and will extend the circuit to Syracuse, N.Y., if these plans are approved by the Federal Communications Commission.

This was revealed in Washington this week at the conference on intercity television relays in testimony before the Federal Communications Commission by C. A. Priest, Manager of the G.E. Transmitter Division at Syracuse which built the microwave relay equipment now ready for operation. The division expects to supply similar units to the industry.

The conference, which had for its purpose consideration of television network programs, was informed by the FCC that 65 commercial television stations are now authorized. Of this number, six are licensed and 59 have received construction permits. Eleven stations are on the air regularly, the others testing preparatory to such service. In addition, nine applications are pending.

Television service to 39 cities in 25 States (including the District of Columbia) is proposed in current grants and applications. California leads all the States with a total of 13 grants or applications, followed by New York, Ohio and Pennsylvania in the order mentioned.

The FCC report listed television licensees construction permitees, and applicants by States and cities.

Mr. Priest told the conference that G-E television station WRGB at Schenectady now has pending before the Commission an application to use this circuit commercially for relaying to the Troy-Albany-Schenectady area television programs available in New York City. The company has been relaying television programs from New York City for the past 7 years on an experimental basis.

The new relay operates in the 2,000 megacycle region. Extremely directional, the microwaves are beamed from a transmitter atop the General Electric Office building at 570 Lexington Avenue, New York City , to a relay station on Beacon Mountain 55 miles north of New York. From there they travel 55 miles to Round Top Mountain where another relay tower transmits them 29 miles to the Helderberg Mountains. Picked up by a third relay tower there, the signals are sent 14 miles to the Schenectady terminus.

Commenting on the possible westward expansion of the television relay to Rochester and beyond, Mr. Priest explained that such a program will bring television programs to the great majority of the residents of upstate New York, and lay an excellent foundation for expansion of this network either by additional channels over the area or extension into new areas.

X X X X X X X X

FIRST DEMONSTRATION OF U.S. TELEVISION IN EUROPE PLANNED

The first demonstration of an American television system on the Continent of Europe will be conducted by the Radio Corporation of America at the Milan International Fair, scheduled to open on June 14 at Milan, Italy.

Latest mobile television pickup units, studio equipment and receivers are being dispatched to Italy for the event, which will mark the 50th anniversary of Marconi's invention of radio. Arrangements are being made to exhibit other modern radio-electronic services and products, including the RCA electron microscope, sound and theater equipment, FM (frequency modulation) transmitters, police FM equipment, shipboard communications units, air navigation aids and marine radar apparatus.

X X X X X X X X X X X

PHILCO INTRODUCES ITS FIRST TV RECEIVER; OVER 2,000 SETS SOLD

Philco Corporation has just introduced in the Philadelphia area its first commercial television receiver, a table model set with 10-inch picture tube and many new and exclusive features in a beautiful modern mahogany cabinet, it was announced today (release dated June 12) by John Ballantyne, President.

For the present, sales and installations will be limited to the Philadelphia television area, which will be utilized as a training ground for the Company's sales and service organization, Mr. Ballantyne said. The price of the new Philco receiver, Model 48-1000, is $395, plus excise tax of $1.25, and a charge of $45 is made for installation, service and warranty.

"More than 2,000 of these Philco television receivers were sold to dealers at the first two meetings when they were presented, and installations in customers' homes are proceeding at a rapid rate."

X X X X X X X X X X

TEEN-AGERS' RADIO ENDANGERS PLANES; CONFISCATED

When CAA officials appealed to the Federal Communications Commission to investigate the source of radio interference to planes in the Tulsa area, the Broken Arrow, Okla., monitoring station traced the offending transmissions to two homemade radio transmitters being operated illegally in the autos of two Tulsa high school boys. The apparatus was confiscated and the lads were warned that their operations might have had serious consequences.

X X X X X X X X

SCISSORS AND PASTE

Chicago "Trib" Centennial Edition Radioed Around World
("Editor and Publisher")

The front page of the Chicago Tribune Centennial Edition June 10 will be transmitted by radio and direct wire to nearly 50 newspapers in 35 foreign countries.

In order to distribute the Tribune's front page for publication on the same days as in Chicago, a proof of the first edition will be photographed there on the evening of June 9. This will be sent by Photo transmission machines directly to Toronto, Washington, Mexico City and Miami. From Miami it will go by airplane to Havana.

At the same time, copies will be transmitted to New York and to San Francisco. The latter will relay the picture to Honolulu; Sydney, Australia; Tokyo and Osaka in Japan, and Manila. The transmission will be handled by the 6th Army Signal Corps, which will send the picture into Japan.

From New York, the picture will be carried by radio to Rio de Janeiro, Cairo, London, Paris, Berlin, Bombay, Rome, Stockholm, Bern and Buenos Aires. Copenhagen newspapers will receive the transmission from Stockholm

Editors of newspapers who are publishing the Centennial front page have agreed to photograph their pages showing the facsimile. These pictures, in turn, will be airmailed to the Tribune for reproduction within a few days.

At New York and San Francisco, prints will be processed in about 10 minutes and then placed on transmitters that will send them simultaneously to the principal foreign distribution points. Thus, North American newspapers will have the reproductions in their offices for publication in little more than half an hour, while those in other continents having direct radio facilities should receive theirs in about 50 minutes.

- - - - - - - - - -

Only Time Can Answer The Television Question
(From the Topeka Capital)

Will television prove a boon or adetriment to those who depend upon crowds for making money? That is a question which only time can answer.

Unquestionably, the world series baseball games will become top television fare, as will the Rose Bowl football classics. Heavyweight boxing matches, provided Joe Louis ever finds any one worthy of his gloves, will rank high on the program list. More important, however, will be the daily offerings which prove so lucrative now in other forms.

From the pocketbook viewpoint, Hollywood may be hardest hit. When people can see a show within their own living rooms, why go to the corner movie? This is an argument, however, which may not work out in actual practice. It may be that television will stimulate rather than harm movie receipts. It may be that it will create additional on-the-spot interest in such sports as baseball. No one can be certain until television comes into general use.

- - - - - - - -

Petrillo Accused Of Using Royalties To Curry Public Favor
("Variety")

James C. Petrillo, head of the American Federation of Musicians, apparently is no longer brushing off the lack of love displayed by the public and press toward his organization. He wants to change the unfavorable tone of public reaction to the AFM snarls, which have been given front-page attention in recent years. To do this he is using the proceeds from his victorious battle with the recording companies for a royalty from each record they sell.

Petrillo has impressed various AFM locals with the thought that press and public be told as often and as brightly as possible about the work being done by the AFM to entertain crippled vets at hsopitals. This entertainment, using musicians in each local at scale pay, is being underwritten by the record royalty fund. More than $1,000,000 has been earmarked from the fund for such entertainment, which is covering schools, veterans' hospitals and the like. But for the press, public, and the AFM's aims, the latter is emphasized. Most locals are prepping press books to show the boss how well they are drum-beating the charity.

Move is an abrupt about-face for Petrillo, who has always disdained numerous hints from his aides that he would benefit from a public relations campaign. Now under fire from sundry state legislatures as well as on Capitol Hill in Washington, the AFM prexy finally is making a stab at getting himself a glow in print to offset the attacks.

- - - - - - - -

Bikini Test Adds To Radio Knowledge
("Relay" - RCA Communications Magazine)

More than 1000 persons watched the atom bomb explode before their eyes on the screen of the Western Union auditorium during a motion picture exhibit of the official bomb tests at Bikini.

Arthur F. Van Dyck of RCA Laboratories, one of the official U. S. observers at "Operations Crossroads", pointed out that everything within a radius of one-quarter of a mile was completely destroyed by the first bomb which was dropped from a plane. The second test, the underwater charge, sent up waves 100 feet high in the immediate vicinity of the explosion. Although these motion pictures were taken from a distance of three miles there were several instances when the screen was completely void of any picture. Mr. Van Dyck explained that the radioactivity flash was so brilliant that the film could not record it.

The main purpose of the Bikini tests was to secure scientific data on the atomic bomb, and the great concentration of radio and electronic equipment assembled there enabled scientists to correlate much information heretofore not known to them.

X X X X X X X X X X

TRADE NOTES

Paul Porter, President Truman's former special envoy to Greece, and former FCC head, said at a luncheon-forum of the Liberal Party in New York last week that American foreign policy must strive for the twin objectives of "economic abundance for all, political freedom for all."

A pretty large order. Sounds as if Paul were running for Senator, or something!

Invitations have been issued by Farnsworth Television & Radio Corporation to inspect a display of America's foremost train passenger program distribution systems and electronic railway radio-telephone equipment, which will be available for study at the Railway Supply Manufacturers' Association Exhibit, June 23-28 in the Convention Hall at Atlantic City, New Jersey.

A recent mail count for WGN farm programs revealed that during one month, more than a thousand pieces of mail from 20 States came to the station from its early morning listeners. A similar test conducted by WGN's "Song Title Time" program showed a mail count from 43 States, plus the District of Columbia, Canada and Cuba.

The Federal Works Administration will distribute 13 million dollars worth of electronic equipment - including three radar stations and 118 radar transmitters - to colleges, universities and some secondary schools.

It will be distributed free to institutions having veterans programs, but the schools must pay the shipping costs from Akron, Ohio.

If the Senate Interstate Commerce Committee plans postponing the hearings scheduled for next Tuesday, June 17th, on the White Radio Bill, to reorganize the Federal Communications Commission, there was no evidence of it at the Capitol today (Wed., June 11th).

A trial operation of athree-way FM radio-telephone system by the New York State Police is underway in an area which includes Westchester, Putnam, Rockland, Orange, Dutchess, Nassau and Suffolk Counties.

Supt. John A. Gaffney said that the New York Telephone Company was installing additional facilities and that the complete state-wide system is expected to be ready for testing within a few months.

The state-wide network will provide communication between each troop headquarters and patrol cars in the troop area, between each zone station and police vehicles in the zones and between the cars themselves.

Deems Taylor, President of the American Society of Composers, Authors and Publishers (ASCAP), accompanied by Mrs. Taylor, sails on the Queen Elizabeth today (Wednesday, June 11th). He will attend a congress of the Confederation Internationale des Societes d'Auteurs et Compositeurs which will be held in London from June 23-28th.

What is said to be the lowest-priced console model television receiver made available to the public to date, having a suggested retail price of $450, is now in production in the RCA's Camden, N.J. plant, and initial shipments are scheduled for this week.

Other RCA Victor models now in quantity production include table models with 7-inch and 10-inch picture tubes, a "5-in-1" complete home entertainment console combining FM, AM and shortwave radio, a Victrola phonograph, and a 52 square inch television screen. Prices of these set range from about $250 to $795, exclusive of excise tax and television owner's policy fee.

Colonel McCormick was told by one of his friends that WGN is regularly listened to in the Aleutian Islands.

Gross salaries last year of David Sarnoff, President of the Radio Corporation of America; Niles Trammell, President of the National Broadcasting Company, and Frank M. Folson, Vice-President in charge of RCA Victor, were $132,703, $90,460, and $75,460, as reported by the Securities and Exchange Commission in Philadelphia.

"Gulf Television News", with Douglas Edwards as newscaster, has been renewed by the Gulf Oil Corporation for its fifth straight 13-week Thursday cycle over CBS Television Station WCBS-TV, effective June 26.

The Washington Post is now listing the complete program of all six broadcasting stations in the metropolitan area in addition to the seven local stations.

The Washington stations are WMAL (ABC), WRC (NBC), WOL (MBS) and WTOP (MBS). To these have now been added WINX, WWDC and WQQW. The Metropolitan area stations are WARL, Arlington, Va., WEAM, Arlington, WPIK, Alexandria, Va.; WGAY, Silver Spring, Md.; WOOK, Silver Spring and WBCC, Bethesda, Md.

Before the war there were only the four Washington, D.C. stations in this entire area - WMAL, WRC, WOL and WTOP. Now there are 13.

United States Television Mfg. Corp. Net income for the March quarter was $128,404 vs. a deficit of $27,000 in the same 1946 period.

The Spanish Government has decided to install a 200-kilowatt radio transmitter on the little island Fernando Po, off the coast of Africa, the New York Times learns, by an unusually reliable source. The informant says the principal purpose of the transmitter is propaganda to Spanish areas in Africa. No news of this decision has been made public.

X X XX X X X X X X

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED

INDEX TO ISSUE OF JUNE 18, 1947

West Coast Captures 1st Big Net Chairman; Weiss Heads MBS.....1

"Radio Changed Readers To Headline Listeners", Schreiber, WGN.....3

Overseas Radio Telegraph Rate Hike Urged By All America.....5

FCC Head Against White Bill Newspaper Station Clause.....7

Max Balcom, Sylvania, Heads Radio Manufacturers' Association.....9

FCC Appoints First Woman As Hearing Examiner.....10

Court Rules Against Station In Sen. Taylor's Broadcast.....11
N. Y. Daily News Is Cleared By FCC Of Anti-Jewish Charges.....11

Radio Is Second To Newspapers In Iowa Poll.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1779

B U L L E T I N

President Truman late this afternoon, Wednesday, June 18th, withdrew the nomination of Ray C. Wakefield (R), of California, for a second term as a member of the Federal Communications Commission, and sent to the Senate instead, the name of Representative Robert F. Jones (R), of Lima, Ohio.

X X X X X X X X X X

June 18, 1947

WEST COAST CAPTURES 1ST BIG NET CHAIRMAN; WEISS HEADS MBS

Radio history was made last week in Chicago when Lewis Allen Weiss, Vice-President of the Don Lee Network in Los Angeles, was elected Chairman of the Mutual Broadcasting System, the first man from the Pacific Coast ever to head one of the country's four major networks. David Sarnoff, of NBC, William S. Paley, of CBS, and Edward J. Noble, of ABC, the other three, were all selected from the East. Weiss will succeed Alfred J. McCosker who was born and raised in New York City.

Mr. Weiss, as was the case with Mr. Paley, was born in Chicago, Mr. Noble in Gouverneur, N.Y., and General Sarnoff in Russia and brought to this country when only nine years old. With the exception of Mr. Paley, who is 46 years old, Mr. Weiss at 54, will be the youngest major network chairman with Sarnoff next in line at 56 and Mr. Noble, senior of the group at 64. This makes their average age 55, which again brings to mind that though the big networks are headed by pioneers of broadcasting, the "gray-beards" of the industry are still comparatively young men.

Mr. Weiss was graduated from Chicago-Kent College of Law in 1915. Subsequently he enrolled in the University of Southern California where he majored in Economics. Not many are aware of the fact that he was a Captain of Cavalry in the Regular Army in the 1st World War, Commander of the famous "Black Horse Troop", 4th U.S. Cavalry, and is a past Commander of the Military Order World Wars.

Before joining Don Lee, Mr. Weiss was an advertising executive with the Hearst newspapers for four years.

The current executive capacity of Mr. Weiss, gives him control and direction of Don Lee, the country's largest regional network (43 stations) as well as participation in administration of what is said to be the largest transcontinental network (431 stations).

Because of Don Lee's pioneering in television, he has likewise been a prominent figure in the development of that phase of the art. For that reason his testimony at the Federal Communications Commission hearings attracted considerable attention. Mr. Weiss said that he regards color television as remote and urged the Commission to proceed with the system now in use. Don Lee has a quarter of a million dollars invested in present standard television, which would be lost should video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at $150 per hour. Among problems facing telecasters are the "craft unions", he said, many of which now are organized among movie workers and which have been eyeing radio, particularly television.

Mr. Weiss said he didn't think television could be self-supporting in a community of less than a half-million population. "Television is not a poor man's paradise", he declared. "It's a luxury item. It will take several years yet to be self-sustaining."

The Don Lee executive said he didn't think television could be operated on a full commercial basis, four hours daily, for at least "three or four years". He said he couldn't anticipate when the art would reach the point where broadcasters could sell a program service 12 hours daily. He visioned video as primarily an evening service when the entire family could enjoy it.

Other membership rolls list Mr. Weiss Vice-President of Los Angeles Chamber of Commerce, Los Angeles and Hollywood Advertising Clubs, Director of Hollywood Chamber of Commerce, Rotary Club of Los Angeles, Merchants and Manufacturers' Association, all year Club of Southern California, and Advertising Federation of America. He is also a member of the University Club of Los Angeles, Delta Theta Phi and Alpha Delta Sigma. He recently completed duties as member of Board of Municipal Airport Commissioners. As a public speaker, Mr. Weiss is rated with the highest classification accorded by Rotary International.

Mr. Weiss will succeed Alfred J. McCosker, who resigned as Chairman of the Mutual Board to devote himself primarily to his duties as consultant and advisor to WOR. Mr. McCosker held the post as Chairman of the Board since the network was founded in 1934. Mr. McCosker resigned his office as Chairman of the Board of WOR, effective June 1st. However, he will continue for an additional term of years as Director and regular employee for consultation and other advisory services relating to WOR.

Theodore C. Streibert, President of WOR, was named Vice-Chairman of the Board and J. R. Poppele, Vice-President of WOR, was elected to succeed Mr. McCosker on the Board of Directors.

Edgar Kobak was reelected President and a Director of the Network, and the following Vice-Presidents were renamed: Robert D. Swezey, Phillips Carlin, Z. C. Barnes, A. A. Schechter, Robert Schmid and A. N. Hult. E. P. H. James, Director of Advertising, Promotion and Research, was also named a Vice-President of Mutual.

James E. Wallen was reelected Treasurer and Controller of the Network and Elbert M. Antrim of WGN was reelected Secretary.

X X X X X X X X

In a six weeks' drive, 102,165 listeners of WLS, Chicago, mostly from Illinois, Indiana, Wisconsin and Michigan, contributed 10 cents for the station's "Surprise Garden Seed" packet.

X X X X X X X X

"RADIO CHANGED READERS TO HEADLINE LISTENERS", SCHREIBER, WGN

By way of celebrating the silver anniversary of the Medill School of Journalism at Northwestern University, the 25th anniversary of radio and the 100th anniversary of the Chicago Tribune, the Medill School staged a lively four cornered debate as to the merits of the two great media of communication - the press and radio. Frank P. Schreiber, Manager of WGN (Chicago Tribune station), and Baskett Mosse, former NBC News Editor, now assistant professor at Medill, went to bat for radio and Don Maxwell, City Editor of the Chicago Tribune and Everett C. Norlander, Managing Editor of the Chicago Daily News for the press. Dean Kenneth E. Olson, of the Medill School, the Moderator, got the first rise out of the radio proponents by saying:

"I recall how the press welcomed this new infant radio, among communications media and how we plugged it in our news columns. Before manufacturers were producing radio sets, my newspaper ran articles every week showing our readers how they might build their own home receiving sets. We mounted sets on trucks and made the rounds of city parks to hold radio concerts. Thousands of people came Sunday afternoons to hear this new marvel. But few of us who played with radio in its earliest days sensed its possibilities. We thought of it as a new gadget which would bring music and entertainment into our homes - better music than we could get on the scratchy tinhorn phonographs of that day.

"None of us dreamt that in a few years this infant in swaddling clothes which the press had adopted was to turn about and bite us by taking from newspapers great quantities of advertising. Nor could we dream that the day would come when radio would invade our holy of holies and broadcast news itself. We fought radio's invasion of our sacred precincts for many bitter years, but today we have come to realize that both press and radio have their place in keeping our people informed and that together they can better serve the American public than either one alone."

Whereupon Dean Olson called upon Mr. Schreiber, who replied:

"I don't agree with what you said about radio biting the hand that fed it. I think radio and newspapers can live together. I think that radio stations have the advantage of speed and spontaneity in transmission of news. I think it has the advantage of on the scene coverage - interviews with people who make the news. I think that the clear channel stations deliver radio news to isolated rural areas where newspapers are slow, places that newspapers are slow in reaching because of the mail or the delivery systems. And I think that radio has turned the nation of radio listeners into headline readers into headline listeners, and I think that radio is doing an outstanding job of news coverage."

Mr. Maxwell said he didn't think there was a rivalry between the newspaper and radio in disseminating news. They each have their fields. "The radio can reach you quickest if you are available to hear it", he declared.

Mr. Mosse said he thought radio was more than just a supplement to the newspaper, that it was trying to do a complete job of covering and commentating on the news.

"If you have got the listener there at the time you are on the air", Mr. Norlander retorted. "In the newspaper he has the opportunity to read the news at his convenience. On the radio he has to be sitting at his receiver listening or he has missed it."

Further extracts from the debate follow:

Mr. Maxwell: I was surprised that you (Mosse) say that one of the chief functions of the radio is to report the news. I thought radio was an entertainment factor.
Mr. Norlander: I always thought that, Maxwell.
Mr. Mosse: Well, radio is an entertainment media, but it also certainly has a responsibility to report the news. I don't think we will argue about that. That is our field, too.
Mr. Schreiber: Mr. Mosse, do you actually think that radio competes with the newspapers, and that newspapers compete with the radio in the matter of news coverage? Don't you think that each has a separate function, that the radio reporters give you the news as it occurs and follow it up with further bulletins and repeat the news; whereas the newspaper gives you a complete story that you can read at your leisure, take your time about it, do it whenever you choose?
Mr. Mosse: I think that is very true.

* * * * * * * * * *

Mr. Maxwell: The Tribune has at least 450 to 500 men and women working in its news department every day. I don't think if you took all the news people from all the radio stations in Chicago you would have more than one-tenth of that, would you? I don't see how you can say that radio can compete with newspapers in disseminating news when we have been at this - the Tribune's been doing it now for a hundred years, and we have a far-flung staff. We have correspondents in the principal countries of the world. We have 15 or 20 men working in our Washington bureau. The news departments of the radio stations in Chicago certainly have 5 or 10 men at the most.
Mr. Schreiber: Well, of course, WGN is peculiarly situated in that respect, Mr. Maxwell, because we, as you know, have the benefit of all the Tribune reporters' efforts. Most radio stations don't have that. They just have the benefits of the efforts of the standard news associations, the same associations that the newspapers use throughout the country - Associated Press, United Press, I.N.S., and so forth.
Mr. Maxwell: What would be the file of a radio press association during the day. My idea would be that it would be about 1/20 of the file of the press association to the newspaper.
Mr. Schreiber: No, we get the same copy. We use exactly the same wires. We have the APA wire, for instance....

* * * * * * * * * *

Mr. Maxwell: It is rather interesting, isn't it, that with all the radio stations, well, say, in this territory, broadcasting news, 18 to 20 times a day, the circulation of the newspapers in this territory has increased steadily every year.
Mr. Olson: How do you account for that?
Mr. Maxwell: Well, because I don't think that radio is anything more than a supplementary news service.
Mr. Mosse: Probably it whets the appetite for details.
Mr. Schreiber: By the same token, it is an increase in the interest in news. Radio stations are scheduling more news every day. From a commercial viewpoint news program is the most salable type of program to the average advertiser. You can take a news program to an agency and sell it with greater ease than anything else. It is a broad picture of increased interest in news. It may be born from the war. I don't know. But generally speaking I think there is a rising interest in news.

* * * * * * * * * *

Mr. Schreiber: I don't think so. I am not in favor of a radio station editorializing. A station hasn't a right under its present license to editorialize. There is a big discussion going on now between the trade and the Communications Commission as to whether a station does have the right to editorialize. But the general rule now is that you shall give equal time to all sides of all controversial questions. And if you get into too many controversies, I don't think your clock would run far, far enough to give you enough time to handle all of the arguments.

X X X X X X X X X X

OVERSEAS RADIO TELEGRAPH RATE HIKE URGED BY ALL AMERICA

That there is immediate need for additional revenue and that the Federal Communications Commission should approve an increase in outbound rates to place U. S. companies engaged in international telegraph communications on a sound economic basis, was the conclusion of a brief filed this week by James A. Kennedy, attorney, in behalf of All America Cables And Radio, Commercial Cable and Mackay Radio in connection with a general investigation the Commission is making in overseas rates. Mr. Kennedy filed a similar brief in behalf of the Commercial Pacific Cable Company.

Highlights of the plea follow:

"The record is clear that, with a few exceptions, inbound rates from foreign countries to the United States are generally higher than outbound rates from the United States. Hence, the American carriers' operations would result in even greater losses if it were not for the higher revenue and revenue-per-word derived from inbound traffic.

"It is apparent that the international telegraph industry, as represented by the American carriers, is in an unsound and unhealthy condition. The record is clear that this condition was brought about primarily, if not entirely, as the result of reductions

in outbound rates made during the years 1945 and 1946, and as the result of increases in wages and other operating expenses. If said reducations in rates had not been made, the telegraph industry would be currently operating at a profit. There is no evidence in the record that the unhealthy financial condition of the industry can be attributed to inefficiency or other uneconomic conditions or practices.

"During 1946 the international telegraph carriers combined had total operating revenues of $42,873,000 and operating revenue deductions of $42,899,000 with a resulting net operating loss for the industry of approximately $26,000. In the absence of any change in rate levels and assuming no increase in the level of wages and other operating expenses, the carriers estimate total operating revenues of $40,057,000 during 1947 and operating deductions of $43,941,000. The penalty to the international telegraph industry for doing business in 1947 would be a net loss of $3,884,000.

"The record shows, furthermore, that several of the carriers negotiated increased wages during the proceeding in this matter and that other carriers are presently confronted with demands for wage increases which were not taken into consideration in their respective estimates."

* * * * * * * * * *

"Taking into consideration the investment of all American carriers devoted to the service, including required working capital, it appears that there is approximately $72,545,000 now invested in the international telegraph business. Based upon the carriers' estimates for 1947, the industry needs $3,884,000 additional revenue to break even, assuming the same volume of traffic and operating expense levels. The industry would require $10,900,000 annually in excess of estimated operating revenue for 1947 in order to earn a 6% return, and would require $15,600,000 in order to earn a 10% return. While there is considerable disagreement on the record concerning the proper rate of return for international telegraph carriers as compared to domestic public utility companies, it is our belief that there are unusual and extraordinary hazards inherent in the international telegraph business, as it is necessarily operated by the American carriers which justify a return of 10% on the investment in the industry."

* * * * * * * * * *

"Legislation now before the Congress (S. 816) to remove the rate preference applicable to United States Government messages will not remedy this situation in the field of international communication. Since rates for government messages can be increased to the level of applicable commercial rates only by agreement with other nations, we earnestly recommend that steps be taken as early as possible to bring about the result.

"This can be accomplished in the World Telecommunications Conference at Atlantic City to revise the International Telecommunications Convention (Madrid, 1932).

* * * * * * * * * *

"Consideration of the matter should not be deferred until the Conference to study the International Telegraph Regulations takes place about two years hence. It would be entirely proper to have the question settled in the Convention since none of the supplementary Regulations provide for special rates for government messages. It is noted that the Telephone Regulations expressly provide that Government calls shall be chargeable as private calls of the same classification."

X X X X X X X X X X

FCC HEAD AGAINST WHITE BILL NEWSPAPER STATION CLAUSE

Opposing the section which would prevent the Federal Communications Commission from denying the right of newspapers to own radio stations, Charles R. Denny, Jr. Chairman of the Commission, testified at length Tuesday as the first witness in the opening of hearings on the bill introduced by Senator White to revise the present radio law and its proposed reorganization of the Communications Commission.

"We believe that newspaper ownership per se is not necessarily a good or bad thing but must be considered in the light of all the surrounding circumstances", Chairman Denny told a subcommittee of the Senate Interstate and Foreign Commerce Committee. "Thus, where there are two equally qualified applicants for a station serving a community and one of the two is the sole newspaper in the town, it may be advisable and in the public interest to grant the radio station license to the non-newspaper. We believe that this policy is designed to prevent a local monopoly of the principal media of mass communications or at least it encourages a diversity of an ownership of such media.

"Thus, to the extent that this section would merely deprive the Commission of power to prohibit radio station ownership by newspapers or any other group, it merely represents present practice. From a careful reading of the section, it is my opinion that the section means only that. However, if one of its purposes is to prevent the Commission from considering as one factor any aspect of an applicant's business which may be a reasonable basis for determining that the grant of alicense to that particular applicant would be more or less preferable than the grant to a competing applicant, I believe that the section may be seriously detrimental to the Commission's ability to carry out its responsibility to grant licenses to applicants who are best able to serve the public interest."

Chairman Denny declared that the Commission should be given flexibility with respect to such matters as the chain broadcasting regulations, adding:

"However, if the Committee is of the opinion that the chain broadcasting regulations should be written into the statute I believe that they should be adopted in precisely the form in which the Commission has enacted them. These rules were promulgated by the Commission only after a long and thorough investigation and in some

cases they have been modified at the request of the broadcasters. In spite of the dire prophecies of chaos and disaster with which they were originally greeted, they have not brought an end to network broadcasting, but on the contrary have led to improvements and benefits in the broadcast service.

"These rules have now been in operation for more than four years, and have been the subject matter of much discussion and interpretation. Moreover, the substance of these provisions have been written into virtually all existing network contracts. To change the substance of these regulations by statute would introduce new ambiguities requiring clarification and would require extensive revision in network affiliation contracts."

Mr. Denny expressed the belief that by limiting the number of stations, the public would be adversely affected.

"The Commission does not share the fears held by some broadcasters of the dangers of increased competition", he said. "Of course new competition brings with it some changes; it always does. It brings in men with new ideas, new ways of doing business and new ways of programming. To meet this competition the existing stations will have to find new and better ways of serving the public, and it is, of course, possible that in the process some of the less progressive broadcasters will fall by the wayside. But by this very competition to find new and better ways to serve the public, the public interest should be advanced. And we do not subscribe to the idea that a new station entering the field can only secure business and listeners at the expense of stations already in existence. There are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet untapped.

"We feel that the theory of free competition in broadcasting upon which the present law is based has worked well. We urge that this basic theory be left unchanged. But, if the Committee feels that it should be changed then the precise formula to be applied for restricting competition in the broadcast field should be written into the bill so that we will know just how much of the present theory of free competition is retained and how much is discarded. In other words, please do not simply tell us to 'give effect to the needs and requirements.' Give us the yardstick to apply in determining how many stations a particular community can properly support."

Of the proposed amendments to the sections governing political and news broadcasts several were opposed by Mr. Denny as "impractical" and two as "serious limitations in the right of free speech".

Under one of these sections the licensee would be forbidden during a political campaign to permit the use of his station for or against any candidate for public office excepting the candidate himself, his qualified opponents, persons authorized by them, or authorized representatives of recognized political parties whose candidate's name appears on the ballot.

This, Mr. Denny argued, would mean the exclusion of parties fighting for an opportunity to get on the ballot at succeeding elections and also of minority and non-political parties or groups, such as county or state bar associations, labor unions and others, who might wish to express support or opposition of one or more candidates.

"The health of our democratic system depends in large measure upon the rights of minority groups to present their views to the American public", he said.

X X X X X X X X

MAX BALCOM, SYLVANIA, HEADS RADIO MANUFACTURERS' ASSOCIATION

Greatly expanded industry services to help radio manufacturers readjust their operations to postwar conditions were authorized by the new Board of Directors last week at the concluding business session of the 23rd annual Radio Manufacturers' Association convention in Chicago.

Max F. Balcom, Vice-President and Treasurer of Sylvania Electric Products, Inc., of Emporium, Pa. was elected President of the Association to succeed Ray C. Cosgrove, General Manager of The Crosley Division, Cincinnati, who concluded three years of service as RMA head.

Mr. Balcom has been an active leader in RMA affairs for the past 12 years. He has been a member of the Board of Directors for five years, a Vice-President for two separate two-year terms, and Chairman of the Tube Division for two separate two-year terms. During the war and through the reconversion period, Mr. Balcom represented the Association in numerous contacts with Government agencies in an effort to expedite production. He served the industry as Chairman of the OPA Radio Tube Manufacturers Industry Advisory Committee, and as Chairman of the RMA Surplus Disposal Committee, as well as in numerous other general capacities.

R. E. Carlson, Vice-President of Tung-Sol Lamp Works, Newark, N.J., and W. J. Barkley, Executive Vice-President of the Collins Radio Company, Cedar Rapids, Iowa, were elected Vice-Presidents of RMA by the newly organized Board of Directors following the election of Mr. Balcom as President.

The Directors also re-elected three other Vice-Presidents: Paul V. Galvin, President of Motorola, Inc.; J. J. Kahn, President of Standard Transformer Corp.; and Allen Shoup, President of Sound, Inc., all of Chicago.

The four new RMA Directors elected for three-year terms are H. L. Hoffman, President, Hoffman Radio Corp., Los Angeles; Harry C. Sparks, President of the Sparks-Withington Company, Jackson, Mich.; E. N. Wendell, Executive Vice President, Federal Telephone & Radio Corp., Clifton, N.J.; and W. A. MacDonald, President, Hazeltine Electronics Corp., New York City.

Dr. W. R. G. Baker, Vice-President of General Electric Co., Syracuse, N.Y., was reappointed Director of the RMA Engineering Department and remains a member of the Board of Directors.

The three-day convention concluded with an industry banquet attended by nearly 800 industry leaders and their guests. Brig. Gen. David Sarnoff, President of the Radio Corporation of America, forecast tremendous developments in the radio, television and electronics fields in an address on "The Outlook for the Radio Industry."

President Balcom, in his first address, expressed the opinion that the radio industry is entering its greatest period despite current readjustment problems.

Among the new industry services authorized by the newly organized Board of Directors at its meeting was the expansion and modernization of statistical services to cover the movement of radio and television receivers through distribution channels and their retail sales.

Uniform FM receiver dial marking, using megacycle listings instead of FCC channel numbers, was recommended for the RMA Set Division by Chairman Paul Galvin. This recommendation concurs with that of the RMA Engineering Department. Its adoption by set manufacturers is optional.

An appropriation of $20,000 for the preparation of National Radio Week promotion material, to be used by radio dealers and broadcasters, was made by the retiring RMA Board of Directors upon recommendation of the RMA Advertising Committee.

Publication of a report on recommended basic standards for school sound recording and playback equipment was made by the Board upon recommendation of the School Equipment Committee. This published report prepared in cooperation with the U. S. Office of Education, will supplement the "School Sound Systems" brochure published by the RMA last Fall and distributed to schools and colleges by the Office of Education.

X X X X X X X X X X

FCC APPOINTS FIRST WOMAN AS HEARING EXAMINER

Characterized by one official of the Federal Communications Commission as an "able, hard-working gal", the Commission has added Mrs. Fanny N. Litvin to its staff of hearing examiners. Mrs. Litvin is the first woman named to that Commission post. She is presently Chief of the Motions and Rehearings Section of the Law Department's Broadcast Division.

Mrs. Litvin has served in a legal capacity with the Commission during its entire existence, and before that was with the Federal Radio Commission. She completed her undergraduate work at Montana State College and received her LLB degree from George Washington University. For a time she practiced law at Butte, Mont., with the firm headed by the now Senior Senator James E. Murray of Montana. Joining the Federal Radio Commission in 1928, she continued with the FCC. Until about 1938 she was assigned to the litigation staff, writing briefs and arguing cases before the courts. She has been in charge of broadcast motions and petitions for several years.

X X X X X X X X

COURT RULES AGAINST STATION IN SEN. TAYLOR'S BROADCAST

The first ruling in a $100,000 defamation suit filed against Station KIDO in Boise, Idaho, by the Boise Statesman, was a memorandum decision in favor of the paper in which District Judge Charles E. Winstead has overruled a general demurrer filed by the station and has held that the newspaper's complaint "states facts sufficient to constitute a cause of action."

The Statesman's libel suit against KIDO was the first of four filed by the newspaper against southern Idaho broadcasters last Fall following the station's use of a recorded political address by Sen. Glen H. Taylor (D), of Idaho, which the publication charges contained "false representations" and was "defamatory of plaintiff as publisher of a newspaper as it denied the authenticity of the news contained in said newspapers and the value of said newspapers for commercial advertising purposes."

Answered affirmatively by Winstead in his decision were the three following questions raised in KIDO's demurrer:

"1. May a corporation in Idaho sue for libel?

"2. Is the alleged defamatory matter libelous per se, so that the complaint states a cause of action without alleging special damages?

"3. Does the complaint state facts sufficient to constitute a cause of action against the defendant?"

The court ruled negatively on the query, "Was the address broadcast on its face privileged and therefore not libelous in the sense of express malice?"

X X X X X X X X X

N.Y. DAILY NEWS IS CLEARED BY FCC OF ANTI-JEWISH CHARGES

The Federal Communications Commission has granted the motion of the News Syndicate Company, Inc., to strike from the record in the New York FM cases the evidence adduced in these proceedings by the American Jewish Congress relating to the content and policies of the New York Daily News and the New York Sunday News. The Commission stated that "the evidence referred to does not have probative value for the purpose of determining the issues of the case. The motion of the News Syndicate Company, Inc., to strike the same has been granted in order that the record may be clear that it has not entered into our decision upon the merits of the applications considered in this proceeding." Commissioner Jett concurred in the result.

Commissioner Durr dissented in a separate opinion, feeling that "the evidence offered by the American Jewish Congress is relevant, competent, material, and has probative value, and the motion of News Syndicate Company, Inc., to strike it from the record should be denied."

X X X X X X X X X

RADIO IS SECOND TO NEWSPAPERS IN IOWA POLL

The latest Iowa Poll which carried questions having to do with radio and the press showed that those interviewed think the newspapers are fairer than radio in news presentation. Only one in ten Iowa listeners reported skipping newspaper stories that have been heard in radio news broadcasts.

About 35% of those polled said newspapers and the radio are equally fair in their presentation of the news. Another 35% said newspapers do a better job in presenting the news fairly while 25% thought radio was preferable in this respect.

One of the questions, and the replies, of the Iowa Poll, which is made from time to time by the Des Moines Register & Tribune of which Gardner Cowles, Jr., who is also President of the Cowles Broadcasting Company is the head, follows:

"In trying to make up your mind about some public questions or issues, which do you go by most - Farm Magazines? Magazines? Newspapers? Radio?

	Total	City	Town	Farm
Newspapers	51%	59%	42%	46%
Radio	31	26	36	34
Magazines	5	6	7	1
Farm magazine	4	1	4	10
Other	2	1	3	3
Don't know	7	7	8	6

Reliance on the newspapers was slightly higher among the men (51%) than among women. The women (33%) depend on radio more than men do.

The reaction to advertising media was surveyed through this question:

"Which kind of advertising would you say seems to be most helpful to you? Farm magazine? Magazine? Newspaper? Radio?"

The replies were tabulated as follows:

	Total	City	Town	Farm
Newspaper	48%	59%	38%	39%
Radio	22	20	29	21
Farm magazine	10	1	8	24
Magazine	9	10	11	5
Other	2	1	3	3
Don't Know	9	9	11	8

X X X X X X X X X X

SCISSORS AND PASTE

Times Marches On
("Variety")

The publicity boys around the networks and the indie stations in N.Y. have been out on the w.k. limb the past few weeks since the N.Y. Times preemed its daily radio column.

Times radio ed Jack Gould has managed to crash through with a goodly number of news breaks, beating some of the other daily radio eds to the punch. Latter, particularly the Daily News, have been squawking out loud, demanding to know of the press dept. heads, "what gives?"

Fact that Gould has frequently bypassed the publicity dept. in going direct to the source for his info apparently doesn't cut any ice with the others, who feel they've been getting the brusheroo and want an equal break on exclusives.

- - - - - - - -

Petrillo In A Corner
("Philadelphia Bulletin")

James C. Petrillo, boss of the American Federation of Musicians, is a man of few words. But when he uses them, especially in the form of epithets, his choice leaves no doubt of his meaning. Usually he prefers action to words, and the more high-handed the action, the better it suits his purpose.

Petrillo is now on the defensive, and his opening speech to the Federation's annual convention showed it. He threatened to expel Congressman Kearns from the union, and lashed out against pending labor legislation.

That legislation would clip Petrillo's wings. It would prevent hiring stand-by musicians, and bar an employer from firing a union member for anything except nonpayment of dues. Besides that, the Lea bill, aimed directly at Petrillo, is now being tested in the Supreme Court.

The Petrillos in the labor movement are responsible for whatever restrictions may be written into law. State legislatures in number have ended the closed shop and curbed union activities. The temper of the public has been aroused to such an extent that there is widespread demand for the elimination of abuses from union practices.

Organized labor will do itself a service by getting rid of all the Petrillos.

- - - - - - - -

ABC'S Daytime Air Sold Out; $12,000,000 Business Increase
("Variety")

ABC has hung the SRO sign on its weekday daytime air in a multiple signaturing of sponsors for the net's few remaining unsold segments. Neat coup in shuffling programs to wrap up bankrollers for a total of 154 daytime quarter-hours weekly in a period of generally downward trends in billings boosts ABC's total new business since Jan. 1 to well over the $12,000,000 mark.

- - - - - - - -

"Voice of Congress" Still Scowls at "Voice of America"
("Washington Post")

The fate that seems to be in store for the State Department foreign information program is nothing short of disastrous. By a series of pettifogging delays the unrepentant isolationists in the House have prevented the Mundt bill from reaching the floor. This is the bill that would continue after July 1 the "Voice of America" short-wave broadcasts, the American libraries abroad and the other informational and educational services which seek to present a true picture of this country. The strategy of the House diehards is to kill the program entirely by talking it to death. The disturbing part is that now the Senate Republican leadership, which should know better, apparently has thrown in the towel. Influential GOP Senators are reported to have consented to a compromise which would narrow the information activities to a constricted broadcasting program with an appropriation of only six million dollars instead of the 34 million originally asked.* * *

The issue now becomes a matter of principle. Either we present the facts, along the line established by the Mundt bill, or we leave it to the Kremlin to explain our motives. No American who knows the diet of falsehood dished out by Pravda can want that. But we may rest assured that if we do not continue to tell our story, no one else will do it for us.

- - - - - - - -

Mother Picks The Winner
(Leonard Lyons in "Washington Post")

Gardner Cowles, Jr., publisher and President of the Cowles Broadcasting Company, tells this story about his brothers - John Cowles, the publisher, and Russell Cowles, the distinguished painter. ....One day Herbert Hoover was introduced to their mother, Mrs. Gardner Cowles, Sr. Mr. Hoover had been spending some time with John and Gardner, Jr., and said: "Mrs. Cowles, you should be very happy about your boys. They're smart. In fact, I think one is a genius". . . Mrs. Cowles turned to one of the people present and whispered: "I didn't know Mr. Hoover knew Russell."

- - - - - - - - - -

Sea-Going Radiotelephone Operators
("Long Lines")

Upon visiting the mighty "Queen Elizabeth", at her dock in New York, you realize that the telephone is just about as important for the passenger at sea as it is for the stay-at-home landlubber. While she is at sea, the "Elizabeth's" passengers can talk to people on either side of the Atlantic via the ship-to-shore radiotelephone services of the A. T. & T. Long Lines Department and the telephone system in Great Britain. In port, six shore lines are established for the use of the ship's staff.

Mrs. Margaret Morgan, chief operator of the "Queen Elizabeth" will explain that the "Elizabeth's" switchboard is manned by a staff of four operators, called "telephonists". Like American operators, they handle deftly the peak loads on the switchboard when the vessel lies at her Hudson River pier as well as at sea, with a large part of her service carried by shore lines which connect with Bell System circuits to any part of the country.

X X X X X X X X X X X

TRADE NOTES

Among the FM authorizations by the Federal Communications Commission last week were to the Capital Radio, Inc., of Columbus, Ohio, which is partially owned by Senator John W. Bricker, of Ohio, and to Elmer A. Benson, ex-Governor and former Senator of Minnesota, for a station at St. Paul, Minnesota.

Membership in theRadio Manufacturers' Association reached its highest peak of 347 at the 23rd Annual Convention in Chicago last week with the admission of twelve new member companies.

The current RMA membership is nine higher than it was a year ago, and is 238 more than it was in June, 1941, the last prewar year.

Edward R. Murrow, Vice-President of the Columbia Broadcasting System, delivering the Commencement address at Smith College on "America As An Island", warned the graduates that we in America were moving in one direction while the rest of the world moved in another and that there was real and urgent danger that we would be isolated.

By way of giving the listeners a sample of the real thing, Claude Mahoney, WTOP-CBS commentator in Washington, D. C., cut in on his description of the Henry Wallace Washington meeting with a portion of Wallace's speech from a wire recording.

Mahoney also used a wire recording in connection with his broadcast of the plane crash at Port Deposit, Md. where WTOP had recorded the story of one of the only persons who had witnessed the catastrophe.

The Board of Education of the City of St. Louis, St. Louis, Mo., has been granted a construction permit for a new FM Station by the Federal Communications Commission; Channel No. 218, 91.5 Mcs; 12.5 KW; 370 feet.

E. A. Nicholas, President of the Farnsworth Television & Radio Corporation of Fort Wayne, Ind., is author of a 2,000-word article on radio appearing in the Americana Annual for 1947 just released by the publishers of the Encyclopedia Americana.

Articles in the Americana publication, which for 25 years has been an authoritative source of information about developments in all branches of knowledge, are written by foremost experts in each of the fields described. Mr. Nicholas' article reviews the radio industry's conversion to peace-time production, its latest progress in research, and radio manufacturing activities in other countries of the world.

The Texas City Broadcasting Service, Texas City, Texas, has been granted a construction permit for a new station by the FCC to operate on 920 kc., 1 KW, daytime only, engineering conditions.

Six fellowships, given cooperatively by the National Broadcasting Company and the Joint Religious Radio Committee, have been awarded for the fourth consecutive year by a Committee headed by Dr. James Rowland Angell, NBC public service counselor. The fellowships make it possible for appointees to study at any one of three NBC Summer radio institutes at Chicago, Los Angeles and San Francisco.

Applicants were chosen on the basis of the quality of the work they have done in promoting religious radio programs on a sustaining basis for federations of churches and other inter-denominational agencies.

Larry E. Gubb, Chairman of the Board of Directors of Philco Corporation, declared Tuesday at Atlantic City that his company could duplicate 1941 prices only if it could return to 1941 material and wage conditions.

Addressing the Philco national sales convention at the Municipal Auditorium, Mr. Gubb said prices for refrigerators and radios manufactured by his company had not advanced in proportion with with the 55 per cent increase in the cost of living since 1941.

"Research and engineering are our only hope today to give greater value for less money", he said.

The North Missouri Broadcasting Co., Kirksville, Mo., has been granted a construction permit for a new station to operate on 1450 kc., 250 watts and unlimited time.

A new all-electric automatic record player has been released by the Emerson Radio and Phonograph Corporation at $39.95, the model which plays 10 or 12-inch records, features a three-tube amplifier, a 6-inch oval Alnico 5 permanent dynamic speaker and a self-starting constant speed AC motor.

Ray Henle, WOL newsman in Washington, D. C., was in a stew on his Monday 12:30 PM broadcast when he was unable to use the information that the President had vetoed the tax bill because the reading of the bill had not begun in the House. Henle, not to be outdone, however, told his listeners a message had been received from the President and that when messages on a bill come from the President it usually indicates disapproval. All through his broadcast Henle was careful not to use the word "Veto". No sooner did he complete his commentary than the one minute commercial following used the word nine times in plugging "Veto Underarm Deodorant."

Lighting of fluorescent lamps without the use of wires, transmission of the human voice by a flashlight beam and direction of radar energy by reflectors, were among the things demonstrated at the luncheon of the Sales Executives Club in New York Tuesday by Dr. Phillips Thomas, Research Engineer of the Westinghouse Electric Corporation. Dr. Thomas stressed the advances made in the field of electronics since the discovery of the vacuum tube, and ranked radar as second only to the atomic bomb.

X X X X X X X X

GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

JUN 26 1947
MacDONALD
JUN 27 1947
FRANK E. MULLEN

INDEX TO ISSUE OF JUNE 25, 1947.

FCC Gets Another Politician; Industry Apathetic, As Usual.....1

Radio Stations Used To Probe For Oil Now Number Over 500.....3

E. Anthony & Sons To Take Employees' Dispute To High Court.....4
Saltzman, Son Of Ex-FRC Chairman, Up For Asst. Sec. Of State.....4

Ex-FCC Chairmen, Fly, Porter, In Opposition In Atlanta Case.....5

ASCAP Charged With World Conspiracy.....6

Petrillo Still Must Face Brand New Going Over By Congress.....7

House Vote Favors "Voice Of America"; Still Shy Of Funds.....9
Russia Claims 5,500,000 Radios; Number Short-Wave Sets Unknown....9

Radio Stations Employ 34,831 Persons; Employment Up 18%.....10
To Re-Draft Anti-Radio And Press Liquor Advertising Bill.....10

Democratic State Chairman Admits Helping Get Radio Permits.....11
RCA Television Camera Reduces Studio Light Needs 90 Percent.....11

Russian Twits "Voice Of America".....12
BBC To Install First FM Transmitter.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1780

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

June 25, 1947

FCC GETS ANOTHER POLITICIAN; INDUSTRY APATHETIC, AS USUAL

(Editorial by Robert D. Heinl)

Again the White House, by withdrawing the nomination of FCC Commissioner Ray C. Wakefield (R), of California, has wished another politician on the Federal Communications Commission and the broadcasting and communications industries by naming Representative Robert F. Jones (R), of Ohio, with no experience in these fields, to the Republican vacancy on the Communications Commission. And standing silently by the industries directly affected and the National Association of Broadcasters with its highly paid president and its constantly increasing staff are, as usual, allowing the Administration to get away with it.

Could anyone imagine the President making a comparable appointment in the labor field without consulting the CIO and the A. F. of L. or in the industrial field without getting a nod from the Chamber of Commerce of the United States? In the FCC appointments, the White House doesn't pay any more attention to the NAB group than if they didn't exist.

Yet the broadcasters, the most powerful group in the world, are never consulted with regard to appointments on the Federal Communications Commission which holds their very existence in its hands.

Furthermore, there have been few who have ever served on the Commission who have had the slightest technical qualifications. That such outstanding Commissioners as T.A.M. Craven, E. K. Jett, E. M. Webster, and the dean of them all, the late Admiral Bullard of the old Radio Commission were appointed, has been a lucky break for the industry not due to its own feeble efforts.

From the beginning, the broadcasters and the NAB have been afraid to speak above a whisper, yet they have the most powerful voice in the world. If only a few independent stations or even one network dared to speak out, far from losing their licenses as they seem to fear, thereafter not only would the White House stop, look and listen, but the blast would dump the apple-cart on Capitol Hill. In fact, a single fearless station such as WGN, in Chicago, with Col. Robert R. McCormick directing the attack, could almost do the job alone.

Another group which the broadcasters have evidently overlooked who could command considerable more respect from the President and Congress than the industry is now getting is the Radio Correspondents' Galleries. If this organization of commentators were ever turned loose, properly backed by their employers, they could create consternation at the White House and on Capitol Hill.

The very fact that four nominations have been withdrawn by Presidents Roosevelt and Truman for the FCC (such a withdrawal being a thing normally that rarely occurs) all Republicans and all for political reasons, show how Democratic Presidents defer to the will of even the Republicans in Congress.

The Commissioners who had their renominations yanked from the Senate were Thad Brown, George Henry Payne, Norman S. Case and Ray C. Wakefield. Did anyone ever hear of a presidential nomination being withdrawn - or made - out of deference to the broadcasting or communications industries or as a result of any effort on the part of the NAB?

According to Drew Pearson in his last Sunday night broadcast over ABC, the reason President Truman withdrew the nomination of Commissioner Wakefield was that Wakefield had voted against giving a broadcasting station license to Robert Bartley, a nephew of Speaker Sam Rayburn, at Houston, Texas, and a former employee of the FCC. Mr. Pearson said that Rayburn was furious and had high-pressured the President into calling back the Wakefield nomination and naming Representative Jones (R), of Ohio, instead, despite the fact that Jones was the man who caused the axe to descend upon the Reclamation Bureau appropriations which, according to Pearson, may cause Truman to lose the vote of the West in the forthcoming presidential campaign.

Of President Truman's sudden about-face with regard to Mr. Wakefield, the Washington Post had this to say:

"The President's withdrawal of his own nomination of Commissioner Wakefield for reappointment to the Federal Communications Commission is a mystery that demands explanation. The nomination was sent to the Senate some six weeks ago. It was indorsed alike by the Democratic Senator and the Republican Senator from California, Mr. Wakefield's home State. It was referred to an Interstate and Foreign Commerce Subcommittee which, judging from every available indication, was prepared to report it favorably. However, before any hearings had been held by the subcommittee and in the absence of any open opposition, the President suddenly withdrew the nomination and substituted the name of Representative Robert F. Jones of Ohio. This change of mind, unprecedented so far as we know, is the more astonishing since it was made without any prior notification to Mr. Wakefield himself or to the Senators from California and without any expressed reason.

"Commissioner Wakefield's record during his first term on the FCC thoroughly entitled him to reappointment. Indeed, on the grounds of merit and general qualification, he seems immeasurably superior to Representative Jones. In addition to his seven years of direct experience with national communications problems as a member of the FCC, Mr. Wakefield had admirable training for this regulatory post as Chairman of the California Utilities Commission. Mr. Jones has no comparable background. An Ohio county prosecuting attorney, he has been in Congress since 1939 with a record dis-

tinguished only by the consistency of its conservatism and opposition to nearly every major measure desired by the Administration.

"In the absence of explanation, it is difficult to escape the suspicion that it was Mr. Jones' nuisance value that won him preferment over Mr. Wakefield. Opposition seems the normal avenue to advancement nowadays. But the FCC is far too important an agency to be made a mere repository for the removal of obstructionists from Congress. If President Truman does not want this construction to be put upon his choise of Mr. Jones, then he owes it to himself to offer a more satisfactory explanation. In any case, as a matter of common courtesy, he owes an explanation to Mr. Wakefield whom he has subjected to extreme embarrassment. And, above all, he owes an explanation to a public perplexed by what appears to be thoroughly capricious conduct."

X X X X X X X X

RADIO STATIONS USED TO PROBE FOR OIL NOW NUMBER OVER 500

Little known to the general public is the utilization of radio to probe for new sources of oil. More than 500 "Geological Radio Stations" devoted to this purpose are licensed by the Federal Communications Commission. A single "station" authorization can include various mobile and portable units.

These stations are modern "divining rods" which investigate the underlying strata of the earth for nature's faults which may serve as oil traps. Any disarrangement of rock layers might hide an untapped supply. Even in water depths, sea-going oilmen equipped with radio sound out salt domes that were pushed up from the deep ages ago.

In one method the presence of hidden oil is indicated by signals and impulses obtained by seismic instruments and transmitted by radio from the various pickup points to a centrally located recording truck or boat within a distance of 15 miles. At the same time, geological radio stations are used for communication purposes by crews so engaged in isolated places.

In 1935 there were only 131 such stations. The growing use of radio for this purpose is due to the drain on readily available oil deposits and the necessity of seeking new fields. Since the war, radar has come into the picture to the extent that the Commission recently authorized a geophysical exploration company to experiment with radar (in the 2900-3246 megacycle band).

It is possible, too, that geological radio stations may some day be employed to ferret out new mineral and metal deposits. In anticipation of such development, the Commission, in connection with its recent service frequency allocations, increased from nine to 49 the number of radio channels allocated to this service.

X X X X X X X X

E. ANTHONY & SONS TO TAKE EMPLOYEES' DISPUTE TO HIGH COURT

Following a decision by the U. S. Court of Appeals Monday ordering Massachusetts newspapers of E. Anthony & Sons, the president of which is Basil Brewer, who also operates WNBH in New Bedford and WOCB in West Yarmouth, to reinstate employees dismissed for union activity, counsel for the papers said the case would be carried to the U. S. Supreme Court.

Seven employees of the company's newspapers in New Bedford and Hyannis were discharged after they had been questioned about union activity. They were members of the Newspaper and Radio Workers Protective Association of Southern Massachusetts.

This organization was formed principally by the General Manager and the Circulation Director of the Anthony Company. These two men were subsequently fired and convicted of plotting to engage in a business competing and conflicting with the interests of their employer.

The Anthony company objected to the Association formed, but admitted it was technically a "company union". It was tainted, however, the company said, by being formed by an "unconscionable breach of trust by two supposedly loyal executives."

For this reason, the company said, the employees involved could not seek protection under the National Labor Relations Act. The company charged the NLRB had no right to interfere and the management had the right to dismiss employees for joining an "illegal" labor union.

X X X X X X X X

SALTZMAN, SON OF EX-FRC CHAIRMAN, UP FOR ASST. SEC. OF STATE

Charles E. Saltzman, 44 years old, Vice-President of the New York Stock Exchange, and son of the late, Gen. Charles McK. Saltzman, former Chairman of the old Federal Radio Commission, was nominated last week to be an Assistant Secretary of State. He will succeed Maj. Gen. John H. Hildring, retired, Assistant Secretary of State in charge of affairs of occupied areas, who is resigning for personal reasons effective September 1. However, Mr. Saltzman will enter the State Department on July 15 as a special assistant to Secretary of State Marshall and will work with General Hildring to familiarize himself with the duties of the office.

Mr. Saltzman was a Brigadier General in World War II. He went overseas in 1942 as Deputy Chief of Staff to Gen. Mark W. Clark and won the Distinguished Service Medal. He returned to the New York Stock Exchange early in 1946.

X X X X X X X X X

EX-FCC CHAIRMEN, FLY, PORTER, IN OPPOSITION IN ATLANTA CASE

Former FCC Chairman J. L. Fly, in one of the few radio cases in which he has appeared in his private capacity as a lawyer, and former FCC Chairman Paul Porter, in his first suit since leaving the Commission, will face each other tomorrow (Thursday, June 26) in the U. S. District Court for the Northern District of Georgia at Atlanta. The case to be argued is whether or not the Columbia Broadcasting System and the Fort Industry stations, of which George B. Storer is the President, violated anti-trust laws and FCC rules by conspiring to shift WGST, CBS Atlanta affiliate to WAGA, Fort Industry's Atlanta outlet.

Mr. Fly will represent the Fort Industry Stations and Mr. Porter CBS, of which he was formerly counsel in Washington.

FCC's rules governing network contracts, designed to prevent monopoly, were conceived, argued, adopted and enforced during the Fly regime. They were rigidly enforced during the ensuing Porter regime.

Last Monday Judge E. Marvin Underwood, of the District Court, granted a temporary order directing CBS and WAGA not to make any affiliation commitments until the court can hear argument on the WGST petition for a temporary injunction.

WGST charged that CBS had entered into a conspiracy in restraint of trade by agreeing with the Storer group to change its Atlanta outlet from WGST to WAGA Dec. 15 next when the present two-year contract expires.

Specifically WGST alleged that the Sherman Act and Clayton Act, as well as the Federal Communications Act and Declaratory Judgment Act were violated. The State has a $1,500,000 investment in WGST, it argued, with annual net exceeding $200,000 for several years. CBS affiliation was described as "the most vital single factor in the high earning capacity of WGST for 17 years."

Audience would be drastically cut and revenue curtailed, with WGST reduced to insignificant status with loss on its investment if the affiliation were lost, WGST contended.

The station claimed illegal agreement or understanding in restraint of trade occurred when CBS allegedly approached the Storer management last Autumn to obtain affiliation of WWVA, Wheeling, 50 kw station. WGST claimed the Storer group agreed to a CBS affiliation for WWVA if WGBS, Miami, and WAGA, Atlanta, also were given CBS contracts. CBS granted such an option, WGST alleges.

X X X X X X X X X X

ASCAP CHARGED WITH WORLD CONSPIRACY

The American Society of Composers, Authors and Publishers (ASCAP) was accused of illegally engaging in a world-wide cartel and conspiracy to monopolize music-performing rights in a suit filed in Federal court in New York Monday by the Anti-trust Division of the Department of Justice.

At almost the same time in London, where a convention of Authors and Composers Societies is now being held, ASCAP resigned its membership.

One of the principal purposes of the Government's suit, according to John F. Sonnett, Chief of the Anti-trust Division, is to obtain "a directive from the court requiring ASCAP to withdraw from membership in illegal foreign societies like the confederation."

The Government alleges that ASCAP has joined with similar organizations in principal foreign countries to cross-license each other exclusively, thus barring other groups or individuals from access to the musical compositions controlled. The cross-licensing has been done, the complaint charges, through the International Confederation of Authors and Composers Societies, which has headquarters in Paris and is composed of ASCAP and twenty-five foreign societies.

Attorney General Tom Clark said the Justice Department had found that thousands of businesses, such as radio stations, theatres, hotels, dance halls and restaurants, had been prevented from getting music from abroad except through ASCAP, and that the cartel arrangements had hindered American composers and authors not members of ASCAP from reaching the foreign markets.

Besides a court order directing ASCAP's withdrawal from the International Confederation, the Government asks that ASCAP be enjoined from accepting music rights in the United States from any foreign society unless the foreign society also makes its music available to other United States societies. It also asks for the cancellation of existing agreements.

"Last Fall the International Confederation held its meeting in Washington", Deems Taylor, President of ASCAP, was quoted as saying in a London dispatch to the New York Times. "At that time the State Department gave us the privilege, never accorded to any other international organization, of holding meetings in the Coolidge Auditorium of the Library of Congress.

"At that time the State Department was immensely interested, as was the United States Government, in having the meeting in Washington because the gathering helped international relations.

"We were just as much a monopoly then as the Justice Department claims we are now.

"I wonder what State Department officials are thinking today about the action of the Justice Department?"

X X X X X X X X X X

PETRILLO STILL MUST FACE BRAND NEW GOING OVER BY CONGRESS

Although James C. Petrillo almost fell over himself bowing low before the Supreme Court following the anti-Petrillo jolt the court gave him, it is still not expected to save Petrillo from facing a brand new investigation by the House Labor Subcommittee tentatively set for next Monday, June 30th, in addition to the forthcoming trial ordered by the high court.

Representative Nixon (R), of California, a subcommittee member, told the Associated Press:

"We've done a considerable amount of groundwork on the case and have plenty of questions to fire at him about his union's policies and practicies.

"We want to ask him about featherbedding, about making an employer hire more musicians than he needs; about his famous welfare fund and how it is being used.

"We are interested in whether he has adopted practices that have had the effect of discouraging the use of new inventions, as in the television and frequency modulation fields."

Although summoned to the Capitol many times, Mr. Petrillo has only appeared once in recent years when he testified before the Senate Interstate Commerce Committee. It may be only a coincidence but the man who was most instrumental in dragging him to Washington on that occasion bit the dust in the next election - ex-Senator D. Worth Clark (D), of Idaho. Whether or not there will be any reprisals this trip, one thing is certain, Petrillo will put on one of the best shows of his life with plenty of brickbats aimed at the National Association of Broadcasters.

With regard to the Supreme Court upholding the Lea Act, which was passed by the House 222 to 43 and the Senate 47 to 3, the New York Times said, in part:

"The vast powers enjoyed by James C. Petrillo of the musicians' union have been in large part the result of one-sided Federal law. Mr. Petrillo has thrived on a policy of forcing broadcasters and others to employ more musicians than they needed. It has been an outrageous instance of feather-bedding. Mr. Petrillo contributed further to the indignation against him by behaving like a dictator, not only in fixing the exorbitant terms on which his own members would work but also in restricting the performance of amateurs.

* * * * * * * *

"If it has done nothing else, the Supreme Court has established an employer's right to court review of his decision on how many men he needs to hire. This is an important principle, and the decision has its implications on legality of the provision in the Taft-Hartley law. It has an immediate bearing in the Petrillo field for opening FM broadcasting to live musicians, where Mr. Petrillo has been insisting successfully that if a program produced for standard

broadcast is to go out over FM, a complete stand-by second orchestra must be hired, even if it never blows a note. The result, to the public's loss, has been no live music on FM. Under the Taft-Hartley law Mr. Petrillo may also find his musicians contributing to the new art of television, which he has chosen to regard as premature. Perhaps we are gradually getting him cut down legally to size, in the public interest."

Said the Washington Times-Herald:

"The Associated Press quotes Petrillo as saying:

"'The Supreme Court has spoken. This is my country, and the Supreme Court makes the final rulings on its laws. No one will ever say that Jim Petrillo fought his country or the Supreme Court. I thought that I had the law on my side, and I made the best fight I knew how. The Supreme Court has spoken, and I bow to its dictates.'

"Let's admit that Petrillo may have been talking in this instance mainly to help himself in his forthcoming trial. * * *

"Nevertheless, Petrillo on the occasion of this Supreme Court defeat did make the patriotic and sportsmanlike remarks quoted above.

"He did not fly off the handle, rage publicly against the high court, mumble about general strikes and labor-management civil wars, or in any other way lose his poise. Whatever his secret feelings may have been, he talked for the record like a true American who considers his first duty to be to his country.

"Congress has overriden President Truman's veto of the Taft-Hartley labor-curb bill, and that bill is now law.

"It also happens that not all of the labor chiefs involved in this reduction of their power are reacting as patriotically as Petrillo did to his Supreme Court reversal. We are hearing a great deal of violent talk, some of it downright disloyal, from some of these men."

The Washington Daily News (Scripps-Howard) spoke as follows:

"The union leaders who are breathing fire and threatening defiance of the new Taft-Hartley Act would do well to pause, think and ask themselves whether it is not time to change the tactics that brought about the inevitable passage of this law.

"If they want a timely example of the lack of wisdom in those tactics, there is James C. Petrillo, boss of the musicians' union. He is an outstanding symbol of arrogance, of dictatorial methods, of restrictive practices, of abuse of power. Eminent labor lawyers advised him to defy a law intended to curb his activities. The Supreme Court, they said, would never let Congress do that to him.

"But the Supreme Court spoke for itself, Mr. Petrillo now must face trial, and the authority of Congress is sustained. That's thought food for the union attorneys who - just as the Liberty League's 58 famous lawyers did with the Wagnet Act in 1935 - are taking it upon themselves to declare the Taft-Hartley Act unconstitutional."

X X X X X X X X

HOUSE VOTE FAVORS "VOICE OF AMERICA"; STILL SHY OF FUNDS

By a vote of 272 to 97 the House Tuesday authorized the State Department to continue its foreign information service, while in the Senate the Appropriations Committee recommended a total of 13 million dollars for the purpose.

The overwhelming House vote on passage of the Mundt bill came after three weeks of delaying tactics on the part of a group of die-hard Republican opponents.

In the expectation that the Senate will not have time to act on the Mundt measure before the end of this session, the full Senate Appropriations Committee requested a suspension of the rules so that the appropriations measure can carry legislative authority for the overseas information service.

It is predicted the House will be forced to agree to a Senate appropriation of $13,000,000, which would sharply limit the department's Office of Information but permit curtailed "voice" broadcasts aimed principally at Russia.

X X X X X X X X X X

RUSSIA CLAIMS 5,500,000 RADIOS; NUMBER SHORT-WAVE SETS UNKNOWN

A Moscow broadcast heard by the Associated Press in London last Sunday said that more than 5,500,000 Russians had radios in their homes. The broadcast said the figure was more than before the war, but gave no comparative figure. Total population of Russia is slightly under 197,000,000.

The United States had 60,000,000 radio sets in use last year, according to the 1947 World Almanac. The total population is 139,621,431.

X X X X X X X X X X X

John Cowles, Vice-President of the Cowles Broadcasting Company and publisher of the Minneapolis Star Journal and Tribune is a passenger on the Pan American Airways Clipper which is now making the first commercial flight around the world.

X X X X X X X X X

RADIO STATIONS EMPLOY 34,831 PERSONS; EMPLOYMENT UP 18%

As a result of its new form for the reporting of broadcast employment, the Federal Communications Commission states that the seven networks and 924 standard broadcast stations employed 34,831 persons in the first week of February 1947, an increase of 18 percent above the 29,405 employees of 9 networks and 876 stations in October 1945. The February 1947 employees included 30,100 full-time staff employees and 4,731 non-staffprogram employees.

Such data was summarized from reports by stations and networks to the Commission. The schedule "Employees and Their Compensation" was substantially revised after its last use in 1945, both as to items of information required, and as to definitions and procedures to be followed. This revision permitted for the first time the compilation of substantially complete and homogeneous information with respect to the number, hours, and compensation of all classes of staff employees, and the number and compensation of non-staff employees. This report form is the only comprehensive source of information on broadcast employees. Because of the substantial changes made in the report form, detailed comparisons between the 1947 data and those for earlier years are not possible. As indications of trends, however, such general comparisons are probably not misleading.

Excluding executive, supervisory, and non-staff personnel, the 24,513 broadcast employees reported in February 1947 were scheduled to receive an average of about $61.00 weekly, as against average compensation (in some cases including overtime and other non-scheduled payments) of about $58.00 to the comparable 26,151 employees reported in 1945. Similar comparisons may be made for non-supervisory staff employees in the several departments of stations by the use of previously published tabulations for 1945. In 1947, the total of 30,100 staff employees were scheduled to receive an average of about $71.50 weekly, while the 4,731 non-staff program employees averaged about $51.50 weekly.

X X X X X X X X X

TO RE-DRAFT ANTI-RADIO AND PRESS LIQUOR ADVERTISING BILL

Senators Reed (R), of Kansas, and Edwin C. Johnson (D), of Colorado have been appointed a subcommittee to re-draft a bill by Senator Capper (R), of Kansas, which would prohibit periodical and radio liquor advertising from crossing State lines in any form. Chairman White, (R), of Maine, told reporters that Constitutional questions, including possible infringement on freedom of the press, had been cited in Committee discussion of the Capper measure.

Senator White said "considerable interest" had been evidenced in behalf of the bill in thousands of telegrams and letters received by Senators, but declined to say whether the measure will find a place on the Republican policy committee's list of priority legislation for action in this session of Congress.

X X X X X X X X X

DEMOCRATIC STATE CHAIRMAN ADMITS HELPING GET RADIO PERMITS

Pleas W. Greenlee, Democratic State Chairman of Indiana, told the Associated Press in Indianapolis last Friday, he "naturally was interested in helping Democrats" in efforts to get radio station permits.

Greenlee's statement came in answer to accusations made in Washington by Senator William E. Jenner, Republican, Indiana, that the Democratic chieftain "exerted political pressure" in favor of "a group of Hoosier Democratic politicians" seeking a license for the Tri-State Broadcasting Corporation of Evansville.

Tri-State's president is John K. Jennings of Evansville, former WPA Administrator for Indiana, and a stockholder is Frank M. McHale of Indianapolis, Democratic National Committeeman for Indiana.

A May 9 letter from Greenlee to Democratic National headquarters, made public last Friday by Greenlee, did not mention Tri-State, but did say "something should be done to see that the Universal Broadcasting Company is given a station in Indiana."

"It may be only incidental", Jenner's statement said, "that the (Federal Communications) Commission recently denied an application of a group of prominent citizens of southern Indiana who sought a license for a station to be known as WJPS in Evansville. It may be coincidence, too, that several of the applicants . . . are Republicans."

He added, however, that the FCC has granted a petition to review the entire record of this proceedings.

Greenlee commented: "We need no help from Jenner in running the Democratic Party. Bill Jenner is having troubles enough in the Republican Party."

X X X X X X X X X X

RCA TELEVISION CAMERA REDUCES STUDIO LIGHT NEEDS 90 PERCENT

A studio type image orthicon television camera, requiring only one-tenth the amount of light needed with present day iconoscope cameras, has been developed by the RCA Engineering Products Department, it was announced by W. W. Watts, Vice-President in charge of the Department.

Producing pictures with excellent half-tone shading and with lower noise level than the field type image orthicon, the new unit is expected to revolutionize television studio operation.

Eliminating the need for expensive and uncomfortable studio lighting, and its attendant oversize air-conditioning plants and eye straining glare, the new RCA camera produces brilliant, sharply defined pictures at light levels of 100 to 200 foot candles. It will function at light levels down to 25 foot candles.

X X X X X X X X X

RUSSIAN TWITS "VOICE OF AMERICA"

Describing the "Voice of America" as a good voice with a bad reception, Leonard Utyesoo, Director of the State Jazz Band of the Russian Federated Republics, a dancer and comedian, in a recent performance in Moscow, according to Walter Cronkite of the United Press, pretended to take the role of announcer for the "Voice of America", saying:

"Our microphone is now in the house of an ordinary American of Russian extraction."

(Utyesov and his partner taking the part of an American, tramp hard, marking time, for sound effects.)

Utyesov: "You can imagine the large size of the flat of this American if we have to walk so far to the eenter of one of his rooms."

(To American): "May I place my microphone in one of your rooms?"

American: "Sure, all my eight rooms are at your disposal."

Utyesov: "Where are you working?"

American: "At present I'm not working anywhere - I'm unemployed."

Utyesov: "But how do you live? Have you any money?"

American: "Every unemployed man in the United States has at least a few dollars."

Utyesov: "Ring your dollars. Show you have them."

(The American searches his pockets fruitlessly.)

Utyesov (sctto voice): "Okay, we'll do the ringing."

(He makes aclanking sound).

Utyesov: "This is easy. Every unemployed man can ring a few dollars when he wants to."

This is the end of the skit, but Utyesov goes on: "This is a false voice, but then the United States is a young country and it is well known that voices change when one is growing up. It is also a country of great research in problems of hybridization. They take an old British conservative and crossbreed him with an American reactionary - and the result is half fascist and half fascist."

This gets loud applause.

X X X X X X X X X X

BBC TO INSTALL FIRST FM TRANSMITTER

A 25-kilowatt frequency-modulation transmitter is to be supplied to the British Broadcasting Corp. by Marconi's Wireless Telegraph Co. for use in England. This will be the first FM transmitter to be put into regular service by the corporation, and will embody several improvements made possible through experimental work since the end of the war.

According to reports received by the American Embassy in London, the BBC's plan has been outlined to the Radio Industry Council, and the industry has been asked to make arrangements for sets to be available to receive the new FM transmissions in due time The BBC expects that it will take about 2 years before a regular service can be provided. It will not replace the present service on the medium and long-wave lengths.

X X X X X X X X X X

::: SCISSORS AND PASTE :::

New TV Wire Rate Estimated 9½ Times Higher Than For Radio

(Drew Pearson, in "Washington Post")

Today stations are on the air in half a dozen cities, providing regular television service, but the American Telephone & Telegraph Co. has now dropped a bombshell by posting with the FCC rates it will charge for television service. They are so high they would never permit television to compete commercially with the standard broadcasting of today.

Therefore, unless telecasters can devise some other way to operate in network fashion, there is no telling how long network television will be held up. Expense of individual production is so great that single stations cannot provide a decent service operating independently. The answer may be movie films - but that has not yet been fully explored.

At a recent session with the FCC, Paramount Pictures Engineer Paul Railbourn glumly estimated that intercity movement of television programs would cost nine and one-half times - at the A. T. & T. rates - what it costs to send regular standard broadcast network programs over the wires between stations. Other unhappy telecasters made even more gloomy estimates.

The costs proposed by A. T. & T. are "out of the question" remarked David Smith of Philco. Directing his remarks toward two high A. T. & T. officials present, Smith attacked the cost proposals and declared that nobody has "a God-given right to this monopoly."

- - - - - - - - - - -

Avers Congress Wouldn't Go Off Half-Cocked If Broadcast

(Extract from an article by Jack H. Pollack in Pageant magazine for July, 1947, reprinted in the Congressional Record June 11th by Senator Claude Pepper, D, of Florida.)

Adolph Sabath, of Illinois, whose 41 years of service make him the dean of the House of Representatives, puts it this way: "Broadcasting Congress would raise the level of debate. Members restrain themselves from reckless remarks and not go off half-cocked." And Mr. Bilbo, of Mississippi, expresses his own feeling : "If people back home heard everything we said in the Senate, I wouldn't get reelected - and neither would some of my high-falutin' colleagues."

Were Congress on the air, you probably would no longer hear Nebraska's Kenneth Wherry try to slug Oregon's Wayne Morse on the Senate floor. Pennsylvania's Representative Robert Rich might think twice before offering his solution for handling the atomic bomb: "Hide it so no one could get it." If Massachusetts housewives were listening to him, Representative Charles Gifford might pause before charging that women Congressmen are "dangerous".

In a recent exchange on the Senate floor between Brewster, of Maine, and Tobey, of New Hampshire, Brewster irritably declined to continue because "it would be like arguing the right of way with a skunk." This unparliamentary remark does not appear in the permanent Congressional Record because on reflection, Brewster

deleted it. Had he been facing a microphone at the time, however, chances are he never would have made it. * * * *

North Carolina's Clyde Hoey says, "Broadcasting us would only increase conversation. We need more action - less talk." Rhode Island's Theodore Green adds, "If the Senate were broadcast, it would never do any work."

- - - - - - - - -

New Service By Radio Is Used On Ocean Planes
("New York Times")

Aboard American Airlines Flagship Boston, over North Atlantic, June 17 - you are now reading the first commercial public correspondence message ever transmitted by plane to ground radio telegraph from an airliner over the Atlantic under the American flag. The service is available to all passengers on board. We are at 9,000 feet and estimating our arrival at Shannon at 0800 G.

Larsen, Capt.

Addressed to the City Editor of the New York Times, the above message was received at 4:15 P.M. daylight time yesterday from Mackay Radio and Telegraph Company through its station at Amagansett, L.I. The company announced that the service, approved by the Federal Communications Commission, would be available to all ocean air passengers at the same rate as ship-to-shore radio messages.

Inquiry at the Mackay office in New York revealed the fact that the company handled eighteen messages between the Flagship Boston and the company's ground station on this first trip after commencement of the service and several messages were handled on each succeeding flight.

The Pan American Airways Clipper, which left yesterday for the first round-the-world commercial passenger flight, is equipped for similar service through the Radio Corporation of America.

- - - - - - - - -

Anti-Labor Bill War Chest Provided $400,000 For Radio Time
(Leonard Lyons in "Washington Post")

The AFL's radio and newspaper campaign against the Taft-Hartley bill cost over $800,000. The six-week radio series, including spot-announcements, cost $400,000, and the newspaper advertising campaign about $480,000.

- - - - - - - - - - -

Many Fire Departments Added Short-Wave Radio in 1946
("Fire Engineering")

It is reported that fire departments in eleven cities installed radio equipment in 1946. They were: Lansing, Michigan; Massillon, Ohio; Madison, Wisconsin; Keokuk, Iowa; Monroe, Louisiana; Long Beach, California; Fort Worth, Texas; Cleveland Heights, Ohio; Highland Park, Illinois; Hobbs, New Mexico, and Birmingham, Alabama. In addition many municipalities broadened their use of fire department radio.

X X X X X X X X

TRADE NOTES

Donald Nelson, President, Society of Independent Motion Picture Producers, has been added to the speakers' list at the National Association of Broadcasters' freedom of expression conference in Washington on June 26th. The conference will be attended by leading representatives of the broadcasting, newspaper, magazine and book publishing fields.

Mrs. Virginia Durr, wife of FCC Commissioner C. J. Durr, and sister of Mrs. Hugo L. Black, wife of Supreme Court Justice Black, was listed in the report of the Committee on Un-American Activities as a Vice-President of the Southern Conference for Human Welfare which sponsored the appearance of Henry Wallace in Washington last week.

Washington, D. C. would have Daylight Saving Time every Summer if Senator J. Howard McGrath (D), of Rhode Island, gets his way.

Senator McGrath, who helped put in daylight time this year, introduced a Senate Bill last Friday to make Daylight Saving Time an annual event. The bill, which was sent to the Senate District Committee, would authorize the Commissioners each year to establish Daylight Saving Time from the last Sunday of April to the last Sunday of September.

Radio, St. Louis, St. Louis, Mo., has been granted a construction permit for new station by the Federal Communications Commission, on 690 kc., 1 KW, daytime only; engineering conditions.

Success in the first demonstration of an American television system on the Continent of Europe is reported by Meade Brunet, Vice-President of the Radio Corporation of America and Managing Director of the RCA International Division.

Mr. Brunet said the demonstration, which employed the latest type of RCA television equipment, included a pick up of the complete program of three classic ballets at the celebrated La Scala Opera in Milan, Italy. The RCA television system is being exhibited during the Milan International Fair, which this year commemorates the fiftieth anniversary of the invention of radio by Marconi.

E. Anthony & Sons, Inc., of New Bedford, Mass., have been granted construction permits by the Federal Communications Commission for new Experimental Class 2 (Relay Press) radiocommunication facilities consisting of one land station at its newspaper office and, initially, one mobile unit for use by its newspaper reporters. Frequency 152.75 mc. is assigned on temporary basis in connection with the testing and development of radio systems and equipment for transmitting news for publication or communications pertaining to news-gathering. The proposed operation is similar to that authorized for the Boston Herald-Traveler last January.

Three thousand WLW Mailbag Club members are expected to attend the all-day annual picnic of the club, set for Saturday, July 19 in Sharon Woods, near Cincinnati.

Three top WLW programs will originate from the picnic and most of the station's performers will attend the event. Since 1928 the picnic has grown in importance to become the focal point of the year's Mailbag Club activities.

The Mailbag Club, which has its own monthly publication "Post-Mark", lists some 10,000 members in the WLW listening area, as well as in other portions of the United States and in several other countries.

Instruction in facsimile newspaper production, including a "short course" for editors claimed to be "the first of its kind in the world", will be inaugurated next Fall at the University of Miami.

Courses will be given in cooperation with the Miami Herald of which John S. Knight, publisher of the Chicago Daily News is also publisher, which is preparing to go into regular facsimile publication.

Television today broadcasts to regions in which lives nearly 25,000,000 people in eight metropolitan markets, Dan Halpin, RCA Victor Television Receiver Sales Manager, told members of the Electric Institute in Washington, D. C. this week. He estimated that by 1948, television broadcast service will be extended to cover the area in which 10,000,000 additional people live. The stations going on the air between 1948 and mid-1949 will bring television service to, conservatively, 15 additional cities, he added.

According to a survey recently conducted by ABC's Central Division publicity department in Chicago, midwestern radio editors request to be furnished with story material for their columns of the following types and in the following order : news-angle, human interest, humorous, technical, and holiday. One-fourth of the editors who replied to the survey requested "guest columns" which might be used during vacation periods, periods of illness, etc.

Three more Statler hotels are to be equipped with "Radaranges", by the Raytheon Mfg. Co. They are the Statlers in Washington, D.C., Buffalo and Cleveland.

The Boston Statler was the first hotel in the world to install "Radaranges" in its kitchen. This new electronic cooking device makes it possible for the hotel to prepare thick lamb chops, with new peas and Hawaiian pineapple, in 55 seconds; the same dish prepared by conventional methods requires 25 minutes. "Radarange" cooks a sirloin steak, medium, in 50 seconds; bakes lobster in two minutes, a large potato in one and a half minutes, chocolate fudge cake in 22 seconds.

Hampson Gary, former United States Minister to Egypt, and former member of the Federal Communications Commission, entertained at dinner Tuesday evening in Washington at the La Salle du Bois, for Pinkney Tuck, our Ambassador to Egypt, who is in Washington on leave. Mr. Tuck and Mr. Gary have been friends for many years.

X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.